

# LEADERSHIP

The house journal of the Midlands Leadership Group and Midlands Sales Academy

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## A man with a plan - to create great leaders in south west Midlands

PETER JOHNSON discovered that most senior executives spend more on their coffee than they do on personal development - and he plans to do something about it.

On November 8th the business coach, who counts the Foreign Office as a client, will host the introductory breakfast meeting for Red Group, MLG's new leadership forum for business owners and managing directors in the south west Midlands area (Worcester/Kidderminster/Bromsgrove/ Droitwich etc).

The meeting will be held at Brockencote Hall, the country house hotel, near Kidderminster (DY10 4PY).

## PREPARING TO LEAD FROM THE FRONT IN OLYMPIC YEAR

COMPANIES IN THE MIDLANDS should be planning now to provide their top executives with new skills and support to help them withstand the rigours of 2012.

Business consultants Colin Perry and Jay Hale, who provide specialist coaching and personal development for chief executives and business owners, say that companies CAN survive and even prosper in an economic downturn - as long as they have strong leadership.

"The fact that London 2012 now looks as if it may coincide with a tough economic climate gives a clue to companies who may be worried about the future", said Colin Perry.

"Every single competitor in the Olympics next year will have had the benefit of a coach. It is taken for granted in the world of sport that individuals and teams have a coach to provide motivation, enhance skills and refine performance.

"In the same way, business coaching improves personal and company performance and successful companies now use coaching and related services as part of the process by which they

ensure the continuous development and retention of their top people".

He added that an external coach is uniquely positioned to challenge and act as a 'devil's advocate' in a way that is almost impossible to achieve with an internal colleague.

Feedback from executives across a wide range of industries reveals the value of working with MLL.

Typical is John Killick, a Director of Bentley Motors, who said: "Jay's depth of business knowledge and experience enabled him always to ask the most relevant and searching questions about both the strategy I was adopting for my business and my own behaviour. During our coaching, he would quickly help me to determine the root cause of issues and encourage me to vastly expand the options open to me."

Individual performance coaching and membership of executive support organisations, such as the Midland Leadership Groups, are key to surviving 2012, Colin added.

"We often unlock abilities inside people they never knew they had".

**Sales Academy news**  
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Why do younger and older people – staff, customers, family and friends – have such different expectations and approaches to life, leadership, work and relationships? And how can you make these differences work for your organisation?

Members of the Midlands Sales Academy now know the answers to these questions as they were treated to a presentation by Dr. Graeme Codrington, a world expert on this subject, at their meeting on

## MIDLANDS SALES ACADEMY LEARNS HOW TO 'MIND THE GAP'

Tuesday 20th September. Graeme's amusing and provocative session on the new world of work and multi-generational workplaces was based on his award-winning book 'Mind the Gap'.

Graeme's message was that by understanding the impact of different generations, inside and outside your company, you can

improve customer relationships and the productivity of your teams by developing those inter-generational connections.



# How new media is changing the face of b-to-b sales and marketing

ONE OF THE WORLD'S leading experts on social media revealed at the Green Group meeting in September how Facebook, Twitter and blogging is creating new markets for b-to-b companies.

Graham Jones, the internet psychologist who is 'followed' on Twitter by TV scientist Prof. Brian Cox among others, showed a full house at Somerford Hall that

engaging with new media was now proving very successful for generating new business leads.

Graham said that for driving potential customers to websites social interaction had become more important than search engine optimisation techniques.

His highly-entertaining and interactive presentation covered the use of Facebook, LinkedIn, Twitter and blogging and showed the value of keeping websites constantly updated.

He had a particularly strong message about the value of creating a company blog - a regular online 'conversation' with customers, prospects, suppliers and the rest of the world about

matters of common interest.

"An expert study concluded that a blog is not just desirable, it is a pre-requisite. In b-to-b, if you blog, you will generate 60% more business leads than those who do not", said Graham.

"The study also showed a 55% increase in visits to websites".

He also provided members with a Five-Step Plan for adding social media to their marketing and a guide to creating a blog.

"Even social media newcomers got a huge amount out of this practical presentation", said Colin Perry, Chairman: "They now have an advantage over competitors who were not there - and that is what MLG is all about".

## DIARY

### NEXT MEETINGS

#### Midlands Leadership Group

#### Red Group - November 8th

*Introductory breakfast featuring Graham Jones*  
Where: Brockencote Hall

#### Blue Group - November 16th

*High performance sales habits by Lars Tewes*  
Where: Somerford Hall

#### Gold Group - November 17th

*Staying in the helicopter by Roger Harrop*  
Where: Ansty Hall

#### Green Group - November 23rd

*Great answers to tough questions by Michael Dodd*  
Where: Somerford Hall

#### Midlands Sales Academy

#### Next meeting - November 15th

*High performance sales habits by Lars Tewes*  
Where: Somerford Hall



Now THAT was worth listening to! Pictured outside Somerford Hall are MLG Chairman Colin Perry and internet psychologist Graham Jones.