

LEADERSHIP

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

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Membership at all-time high as region combats recession with excellence

...and there is more on the way!



We are delighted to announce that Mike Goodwin, former Deputy Chief Constable of Leicestershire, has accepted the position of Chairman for the newly-formed MLG Gold Group which will be based at Ansty Hall near Coventry. Mike is an experienced executive coach and facilitator, working with senior clients and top teams across both private and public sectors. He has played a leading role in assessing and developing future Chief Police Officers nationally and was a director on the most senior of national police leadership development programmes.

Companies in the Midlands are investing in skills for their leadership team to help combat the recession.

Membership of the Midlands Leadership Group, the region's leadership and skills organisation for managing directors and business leaders, is at an all-time high following its formation seven years ago.

The group meets regularly to update and refresh skills, listen to top international speakers and take part in a confidential forum to discuss current challenges which impact on profitability and employment in the region.

It now has more than 25 high-fliers registered in all of its groups and is increasing membership and adding new groups in the region.

"It is one of the few occasions where some of the region's leading business figures can sit around in shirtsleeves and talk about the things that matter to their businesses and workforce", said group chairman Colin Perry.

"Everyone has a key issue that they need help with as well as expertise of their own. Being a

managing director is no longer the lonely place that it used to be.

"Globalisation, competition, improving performance, planning for the future, and getting the best out of the management team – all these and more are what our members want help with and they get that at MLG".

Psst! Pass it on...

Welcome to our newsletter which will be published six times a year. As part of the ongoing investment in MLG and MSA, we are working with Blue Planet Communications, a PR consultancy with clients in the UK, Europe and the USA, to increase our media profile and keep members up-to-date with developments. Please email this newsletter on to a non-competitor MD or executive who values peer group support and believes in personal development.

Sales Academy news on next page →

When it comes to creating and deploying sales strategy, members of the Midlands Sales Academy were left in no doubt by guest speaker Jeff Williams of the top 10 reasons for failure to get this vital aspect of sales right.

Jeff, from S A Partners - the UK's longest-standing Lean Enterprise consultancy - spelled the reasons out at the March 8th meeting.

1. Lack of a clear executive vision.
2. Lack of an effective communication strategy.
3. Failure to create and communicate a real sense of urgency.
4. Poor consultation with stakeholders.
5. Lack of structured methodology and project management.
6. Failure to monitor and evaluate the outcome.
7. Failure to mobilise change champions.
8. Failure to engage employees.
9. Absence of a dedicated and fully resourced implementation team.

The top 10 sales strategy errors - and how you can avoid them



10. Lack of sympathetic and supportive Human Resources policies.

Luckily, Jeff (pictured above) - who ran a hugely engaging, informative and interactive session - was able to take members through the control panels in The Business Cockpit where all the Issues, Strategic Action Plans, Measures & Targets and Financials come together to prevent those expensive failures happening.

"Everyone learned something valuable from this session", said group chairman Jay Hale: "This is where senior sales professionals get their edge".

DATES FOR YOUR DIARY

Midlands Leadership Group next meetings:

Blue Group - May 11th

The Psychology of Persuasion and Influence by Phil Hesketh
Where: Somerford Hall

Green Group - May 18th

Goal mapping by Brian Mayne
Where: Somerford Hall

Gold Group - July 5th

Introductory breakfast meeting led by Mike Goodwin
Where: Ansty Hall

Midlands Sales Academy

Next meeting - May 10th

International Cultures by Jo Haigh
Where: Somerford Hall

FOOD FOR THOUGHT AT SOMERFORD HALL BREAKFAST EVENT

Business leaders from the Black Country found there was a lot more than bacon and eggs on the menu when they enjoyed a Midlands Sales Academy breakfast session at Somerford Hall, south Staffordshire, on Tuesday, April 5th.

There was plenty of brain food, too, as guests joined members for a mini group event which included a motivational talk from Mike Davey and then took part in a

confidential discussion which focused on business issues round the table.

"I was very impressed", said one of the newcomers: "Talking to peers who have similar issues helps greatly with the decision-making process and the speaker was superb".

● Pictured below: Mike Davey engages his breakfast-time audience at Somerford Hall.

