

LEADERSHIP

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

ISSUE NUMBER 2

JUNE 2011



The Macdonald Ansty Hall, near Coventry

Supporting business in Staffordshire and Coventry

Midlands Leadership Ltd. has been supporting businesses in the region by sponsoring both the Sentinel and Coventry Evening Telegraph Business Awards.

In Stoke-on-Trent, Wrights Pies were voted Business of the Year and Prosurv Consult, who provide services to the construction industry, were named as Small Business of the Year.

In Coventry, the Nuneaton-based advanced engineering, research and testing facility MIRA walked off with the Business of the Year award and Flip In Hair were named the Small Business of the Year.

All four of the award-winning companies were offered membership of one of the Midlands Leadership Groups as part of their overall prize-winning packages.

Gold group gears up for launch on July 5th

THE INVITATIONS have been sent, the breakfasts have been ordered and everything is set for the launch of our new group at Ansty Hall on Tuesday, July 5th.

Mike Goodwin, former deputy Chief Constable of Leicestershire, will chair the new Midlands Leadership Gold Group which will draw members from a wide area including Coventry, Rugby, Birmingham, Leicester and Nottingham.

A leadership and skills organisation for managing directors and business leaders, the group will meet regularly to update and refresh skills, listen to top international speakers and take part in a confidential forum to discuss threats which impact on profitability and employment in the region.

"Business changes so quickly that no one is up-to-speed on all the techniques required to be successful and this is a practical, top-level forum for leaders who want to give their company the best possible chance for survival and growth over the next few years", said Mike.

"We will also have the members' vast experience to

draw on and one of our great strengths is the confidential forum where some of the region's leading business figures can sit around in shirtsleeves and help to solve the issues that matter to their business.

"Everyone has a key issue they need help with and expertise of their own to contribute. Being the MD is no longer the lonely place that it used to be".

Mike is now 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 developing future Chief Police Officers nationally and was a director on the most senior of national police leadership development programmes.

"Globalisation, competition, improving performance and getting the best out of the management team – all these and more are what our members will get from the new group", he added.

**Sales Academy news
on next page →**

Jo Haigh's talk to the Midland Sales Academy on May 10th about the value of cultivating cross-cultural business awareness was essential listening.

"To operate effectively on an international basis directors require the skills to understand the cultural implications of their decisions and working methods", she pointed out.

Covering crucial differences and similarities across the USA, Europe, India and Australia, she noted that cultural differences meant some corporate styles were difficult and different. If people could successfully adapt their communication styles, presentation skills and sales strategies across cultures they would be able to:



Jo Haigh

- Build profitable international relationships.
- Reduce some of the risks attached to conducting international business
- Have a greater understanding of how culture

impacts on business communication.

- Make a success of international assignments
- Become culturally competent in a complex international environment.

A lack of cultural awareness has many levels of impact from an embarrassing moment to a breakdown in inter-company communication to a lost deal or account.

"Jo has worked all over the world buying and selling companies and understands the cultural differences from a first-hand perspective", said group chairman Jay Hale: "This type of expertise is what the academy is all about".

DATES FOR YOUR DIARY

Midlands Leadership Group next meetings:

Blue Group - July 13th
Personal Branding by Sue Donnelly
Where: Somerford Hall

Green Group - July 20th
Risk Taking by Caspar Berry
Where: Somerford Hall

Gold Group - July 5th
Introductory breakfast meeting led by Mike Goodwin
Great answers to Tough Questions by Mike Dodd
Where: Ansty Hall

Midlands Sales Academy

Next meeting - July 12th
Emotional Intelligence by Kelly Jurkovitsch-Young
Where: Somerford Hall

PHIL HESKETH AND THE POWER OF PERSUASION

We all recognise the need to be more persuasive, but what can we say and do to help us be so? Phil Hesketh's talk to Blue Group on May 11th - *The Psychology of Persuasion and Influence* - revealed the top two 'Killer Questions' to help develop a relationship.

"What is the most important thing to you about.....?"

with members adding at the end the issue they want to address "whether you are car salesman or you are asking your significant other about your relationship", said Philip.

This question is then always followed by: "Why is that?"

"Then you asking more about the thing that is most important to the other person. Most people think you are a great conversationalist when



Phil Hesketh

they are doing the talking".

The single most persuasive thing you can ever say to anyone is "I'll tell you what I think you're really good at"

"This is a great thing to say to build empathy but it has a flaw. You need to know what you are going to say next! And, you have to be sincere. Be honest, sincere and genuine".