> “Management is doing things right. Leadership is doing the right things.”

Being at the helm of any business—no matter how big or small can be stressful *and* lonely!

Is the business serving your needs and are you still passionate about the business? Is your team engaged, productive and happy? Where do you see the business in 5 year's time? How will the economy impact your profitability? How do you handle set-backs? Are you concerned about the impact of emerging technology?

The Business Leaders Programme

- ◇ Challenge your thinking with the latest **insights and tools** to help you see your business from another perspective.
- ◇ Learn the principles of **great leadership**.
- ◇ Learn how to establish **direction** and **momentum.**
- ◇ Set and achieve **one key goal for 2020.**
- ◇ Understand **the importance of agile thinking**.
- ◇ Develop **creative problem-solving skills**
- ◇ **Get practical support from a network** of local, like-minded business owners.
- ◇ Get **hands-on learning** through practical exercises.
- ◇ Get material and knowledge that you can **share with team members** and other directors.
- ◇ Take time out to **get inspired** about your business.

Brought to you by BUSINESS LAB

The Business Lab is a specialised hub of resources provided by Whitelaw Weber for businesses who wish to grow, evolve and stay competitive:

- Seminars, talks & workshops
- Industry events
- Training
- Library of business books

About the Programme

- ◇ 7 x monthly 90 minute breakfast sessions
  (second Thursday of each month: 7.15am—8.45am:
  light breakfast and beverages provided).
- ◇ Venue: 10 Fairway Drive, Kerikeri.
- ◇ Limited to 10 attendees.
- ◇ Price: $2000 + GST per person.
  (funding available through your Regional Business Partner delivered by Northland Inc).
- ◇ First session: 9 April 2020.
- ◇ Each session covers:
  - ◇ Ice breaker exercise
  - ◇ Insight / topic presented by the facilitator
  - ◇ Practical exercise
  - ◇ Group to identify and resolve a challenge or issue facing attendees
  - ◇ Setting a 30 day goal / feedback on prior 30 day goal
  - ◇ At end of the programme, review the key goal that you set for 2020

Who should attend

- ◇ You may or may not be a client of Whitelaw Weber
- ◇ Competent business owners / sole traders
- ◇ Any industry, any size
- ◇ Appetite for growth, innovation and learning
- ◇ Have been in business for >6 months
- ◇ May have attended The Business Lab Programme

Powered by WHITELAW WEBER LTD

For more information or to book your place call 407 7117

“Leaders never stop learning”

APRIL
MAY
JUNE
JULY
AUGUST
SEPTEMBER
OCTOBER

Topics

Session One: Introduction to the Programme / Making Business Make Sense

- Why did you go into business?
- Reality vs the dream
- 4 pillars that affect performance
- Overcoming shackles and shields
- Your 5 Step Plan

Session Two: Creating a Remarkable Business

- Your ideal client: zebras and warthogs
- Standing out in the market
- Celebrity service and effective communication

Session Three: The Culture Code

- Why your team is king (and the customer is queen)
- 10 hats
- Getting on at work — 4 types of behaviour
- To the future: beyond Millennials

Session Four: Driving Revenue

- Why customers buy
- Brands with a purpose
- Selling with purpose
- The income matrix

Session Five: Chasing two rabbits

- Productivity myths
- The path to productivity
- Unlocking potential

Session Six: The Wild Frontier—Embracing Change

- The wild frontier—critical insights
- Reality and the adoption curve
- Introducing change in the work place

Session Seven: Playing the Long Game

- Making the competition irrelevant
- The responsibility of business
- The courage to lead
- Your big goal

Regional Business Partner Network

Save $1000 with Business Capability Funding

The Regional Business Partner Network provides services to help businesses grow and innovate. Northland Inc. is the Northland partner that provides these services to businesses like yours through businesses like ours.

One of these services is business capability funding which can provide 50% off the cost of The Business Leaders Programme for approved businesses. That's a saving of $1000.

How to get funding

1

Register your business with the Regional Business Partner Network (if you haven't already). We can do this for you or you can do it yourself online at www.regionalbusinesspartners.co.nz.

2

Meet with a Northland Inc. Growth Advisor via an online meeting (or in person if you prefer) to discuss your business needs.

3

Receive approval confirmation from the Growth Advisor and a voucher that can be redeemed for 50% of the cost of the Programme.

WITH SUPPORT FROM
NorthlandInc
Growing Northland's Economy
Kia tupu ai te ōhanga o Te Tai Tokerau

For more information or to book your place call 407 7117