

University of Wolverhampton  
Business School



# Executive Education

Driving High Performance in Organisations and People



# Foreword

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The University of Wolverhampton was established over 180 years ago to provide vocationally-based training and skills development to a regional workforce. Over the years, the University has grown and developed to become what it is today: an institution of over 22,000 students across over 36 subject areas focused on the economic development of regions and nations.

The University of Wolverhampton is an internationally-focused university. With a network of partners and students of over 150 nationalities, we deliver our courses in 11 countries and have developed successful overseas regional bases. Through these contacts, we have established a truly global network of learning, innovation and opportunity.

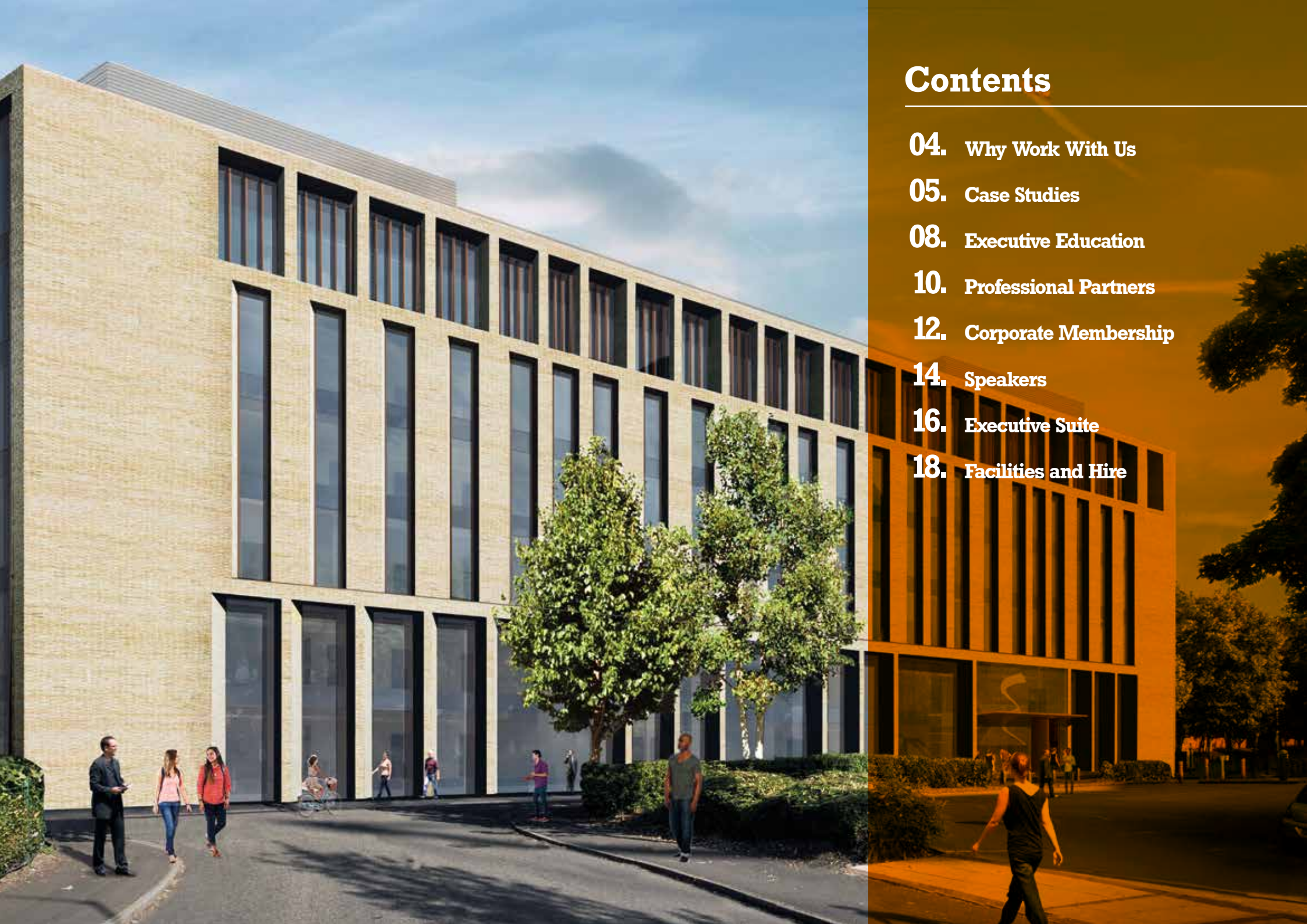
Established for over 80 years, our Business School works with global organisations to develop their brightest talent from early career to the boardroom. As a business with far-reaching demands, or as an individual with a specific need, I am proud to invite you to take advantage of our Executive Education programmes and learn from recognised experts and innovators.

## **Professor Geoff Layer**

Vice Chancellor  
University of Wolverhampton







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# Why Work With Us?

Today's leaders can't just do things differently; they have to be different at the core. More dynamic, inquisitive and innovative. Our goal is to foster and sustain those leaders throughout their careers.

**“ We design courses based on years of inside knowledge from working with organisations of all sizes and from all sectors. ”**

Our Executive Education programmes and the thought leaders delivering them prepare delegates for the challenges of the real-world. Shaped from over 80 years' experience working with leading private and public sector clients, our progressive executive education programmes deliver immediate results for both the organisation and the individual. CEOs and senior executives gain new insights into enterprise leadership in the global era. Senior managers develop a much broader view of business and the world. Middle managers moving towards senior management learn how to translate strategy into action. New managers learn and apply strategies and tactics that prepare them for growing responsibilities. Flexible in delivery, yet consistent in quality, we will deliver a programme to suit your needs, whatever your sector or location.

## Quality

Quality in higher education is assessed by the Higher Education Council's Quality Assurance Agency. The University of Wolverhampton passed its 2015 assessment with a "Full Confidence" and several commendations.



## Results Orientated

Each organisation has different staff development needs and is investing to get results, our purpose is to deliver you those results.



## Expertise

Thought leadership from highly qualified and practically experienced delivery staff covering all aspects and levels of management and leadership development, finance, marketing, human resource.



## Proven 15:1 Return On Investment

Investment in staff development can be measured in many ways, in financial terms alone, our interventions have a proven track record of delivering £15 for every £1 invested.



## Experience

With over 80 years' experience of supporting business we have an enviable track record. From Front-Line manager development through to the Board Room we deliver practical short courses through to company-wide development programmes.

## Outstanding Faculty

We design courses based on years of inside knowledge from working with organisations of all sizes and from all sectors.



## Innovation

Our programme delivery methods are interactive, engaging, challenging and are tied directly to business outcomes and needs.



## Client Focus

Our offer is based on specific client requirements - development needed, outcomes required, delivery method and location. We focus on what you need.





# Case Studies



## Goodyear Dunlop

The company required the development of high potential staff to become future leaders in the organisation and create robust future succession plans. The maxim 'develop the people, bank the cash' required measurable improvement through strategic projects

We designed a 15 day accredited day programme that blends academic concepts with practical hands-on application. This included the identification of improvements in strategic areas of the organisation. Participants were required to recruit an executive sponsor, engage with a variety of stakeholder groups and investigate initiatives that could be applied and evaluated. Through formal presentation of these projects and supporting development, participants gained a University Certificate in Management Studies (CMS) plus a CMI Level 7 Award in Strategic Management & Leadership, plus valuable development and recognition to demonstrate their learning.

As a result of the programme, the firm has recouped their investment several times over and have a highly focussed pool of staff with greater insight, understanding and skills to manage with impact in the organisation.



## ZF Lemforder

In 2012 ZF Lemforder UK Ltd entered into a partnership with the University of Wolverhampton and a local College to design and accredit a framework incorporating flexible design with step-on step-off progression routes for all staff. This included new recruits entering the business via apprenticeship programmes to leadership and management opportunities for junior/middle management and the executive group. This supported the need for significant business transformation and cultural change. During these challenges, output and quality of service had to be maintained.

The University have supported the organisation through the long term strategic partnership. The middle management programme was accredited by CMI at level 5 and a bespoke Executive programme designed incorporating 360 feedback, development planning and the creation of strategic plans to support culture change.

During the Partnership, the company KPI performance measures have dramatically improved and ZF Lemforder have received recognition from a national professional body and obtained a Developing People Award.



## Dudley Community Services

A joint programme of bespoke Leadership and Change Management study days designed to support staff through the challenges of transforming community services and further developing leadership and change management skills.

A programme of bespoke Leadership and Change Management was designed and jointly delivered with another Faculty. The objectives were to demonstrate critical awareness and understanding of the political context of organisations and underpinning policies, the management of change in organisations, leadership theory and practice and its role in personal development and the use of reflection and action learning in the workplace.

Participant testimonial:

*"Sessions had big elements of joint working and discussing analysis (Psychometric results) with colleagues who were able to give insight on qualities or deficiencies you were not aware of. The action planning was helpful too. The module provided helpful management skills to work efficiently within my team."*

# Case Studies



## Lombard

In a period of change and uncertainty, there was a need to upskill staff at different levels and support career transition, progression and development within new structures.

We designed series of programmes focusing on key requirements at two levels, Finance for non Financial Managers and further accredited modules including Performance Management, Organisational Direction and Strategic Leadership Practice.

Participants were able to create and implement development plans according to their specific needs whilst gaining the skills required by the organisation. Post-graduate level qualifications were gained by those completing the programme.



## Signet

The organisation had identified the need to foster a group of high-potential candidates with the skills and ability to develop a critical understanding of strategic business issues and prepare them for more senior positions.

We created an accredited programme tailored to their needs that lasted 6 days and provided a platform for a series of change initiatives that were ultimately presented and evaluated by the Executive team.

The outcomes included succession plans established for participants - a key organisational driver, an enhanced culture across different business units/locations and a series of innovation plans which resulted from projects completed as part of the programme that were subsequently incorporated into the organisation's Business plan.



## British Motor Heritage

The KEEN programme developed a costed programme of educational activities linked to the National Curriculum for the BMHIT museum. The activities benefit students and fit with teaching plans.

*"The KEEN partnership has enabled the Trust to develop a new offer for its educational and family users, generate much-needed income and PR and make new links with individuals, groups and learning institutions in the region."*

Tim Bryan Head of Collections & Interpretation.



### **Fruit of the Loom:**

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“We worked closely in partnership with the University on our Management CPD programme. They offered a very flexible and tailor-made range of options and the fee structure associated was competitive and offered good value for money. Overall, they delivered a consistent, first class, professional service.”





**With our Executive Education programmes, you will learn using insight from latest research, best practice and academic ideas, underpinned by practical tools and frameworks.**

**CMI**  
HE Partner

**ilm**  
Recognised  
Provider

**CIPD**  
Approved centre

**CABS**

**CIM**



# Executive Education

At the University of Wolverhampton Business School we work with organisations to provide solutions to today's challenges and with individuals to develop all stages of their career. Ongoing development is vital to ensure organisations and people have the necessary skills to perform at their best.

For generations we have developed managers, equipping them with the skills and ability essential to have impact within the organisational and to thrive in a competitive market. Flexibility is key to all that we do; our programmes range from bespoke, tailored and accredited courses from the University and are recognised by key professional bodies. Programmes are supported digitally to enable learning to take place anywhere and anytime.

**Our clients span all sectors and sizes and our alumni include leaders who stand out from the crowd, having achieved personal and professional success. Discover how to gain recognition through our suite of programmes and accredited modules.**

With our Executive Education programmes, you will learn using insight from latest research, best practice and academic ideas, underpinned by practical tools and frameworks that will have real impact on your organisation. We offer the ideal environment to assess and support gaining the knowledge to raise your game to advance to the next level.

## Key Themes

### Organisational Leadership:

Understand leadership styles and personal effectiveness through analysis using 360 feedback and psychometric testing. Create effective teams to deliver the organisation's vision.

### Strategic Direction:

Establish future direction of the organisation using robust methodologies. Enhance capability through innovation, seizing opportunities and staying on track.

### Stakeholder and Relationship Management:

Work collaboratively with others inside and outside the organisation to achieve complex objectives

### Initiating and Managing Change:

The ability to manage change and deliver projects on time and budget is essential skill in today's climate. Discover how to improve the success of change initiatives and ensure they deliver.

### Being Financially Savvy:

The ability to assess and manage financials are too important to leave to others. Gain insights into the subject through simulation and testing your judgement and decision making within a safe environment.

### Managing People and Performance:

Ensure you have the skills and attributes to inspire others to perform at their best and achieve agreed expectations.



## Benefits of Executive Education

### For Individuals

- Consolidate skills and develop for the next level - develop a career path
- Adopt a broader approach to management and leadership
- Gain the ability to bring out the best in others
- Flexible learning with and through like-minded others
- Support from a University that 'is open for business'

### For Organisations

- Solve challenges – current and emerging
- Talent development and succession planning
- Enhance strategic direction
- Innovation and new ideas
- Access to best practice and world class research



## Inspiring business

The IoD and the University of Wolverhampton Business School enjoy a strong professional relationship. Recently, they have collaborated on a mentoring scheme to nurture the next generation of businessmen and women. This was devised by Institute of Directors' regional director John Phillips and has so far helped more than 100 students.

Final-year students from the Business School are matched with IoD members who give their time and expertise, free of charge. They provide advice on everything from writing CVs to interview and presentation techniques. The scheme is also provides behavioural profiling analysis on behalf of specialist graduate recruitment firm Discovery ADR Group.

The scheme has so far proved to be extremely successful in connecting business leaders with those who are eager to follow in their footsteps. There are also plans to expand the scheme to a national level.

The Business School are also proud sponsors of the IoD's West Midlands Director of the Year Awards. This is an annual awards ceremony that celebrates directors in our region who are the best in their field and are at the forefront of leadership excellence.

Whether you are business school graduate or an award winning director, the IoD can help you grow and nurture your business every step of the way.


As the UK's most experienced and longest standing professional institute, we currently help 34,000 directors through our extensive and exclusive member benefits.

Our Information Advisory Service (IAS) offers world class advice and guidance on everything from tax, law, industry trends to trading abroad. Your IoD membership provides you with an annual quota for each of IAS' services, e.g. up to 25 calls per calendar year for their Director's Law Express line.

IoD membership provides substantial discounts on our leading professional development courses designed and delivered by directors, for directors. The IoD's amassed bank of knowledge, combined with our expert faculty of consultants, hand-picked for their adept facilitation skills and practitioner experience of the topics they lead, means the IoD really is the only option for world-leading director development.

Through IoD membership, you also gain access to thousands of meeting and networking spaces, which are available to book at 16 IoD locations and Regus locations worldwide.

If you would like further information on the IoD or its membership benefits, please contact Sue Hurrell on +44(0)121 643 1868. Alternatively, you can find more details via the following channels:

 @iod\_westmidland

 [www.iod.com/joinus](http://www.iod.com/joinus)  [iod.westmidlands@iod.com](mailto:iod.westmidlands@iod.com)





As members we have close links with the CBI regional. Across the UK, the CBI speaks on behalf of 190,000 businesses of all sizes and sectors which together employ nearly 7 million people, about one third of the private sector-employed workforce.

Founded by the merging of three trade bodies in 1965 – the Federation of British Industries, the British Employers' Confederation and the National Association of British Manufacturers – the CBI has always had trade bodies at its core and continues to recognise the importance of its trade association members as an integral part of the voice of UK business.

We deliver results for business by lobbying and campaigning. Our work helps keep business interests at the heart of policy in Westminster, the devolved administrations, across the UK regions and internationally. With offices in the UK as well as representation in Brussels, Washington, Beijing and Delhi, this growing network, enables today's CBI to project the voice of UK Business around the world. Our senior team ensure our members' voices are heard around the world by regularly engaging with policymakers, legislators and regulators - supported by an advisory team of economic and policy specialists.

Our political access and breadth of membership leaves us uniquely placed to provide members with timely business and political intelligence including:

- Market leading economic surveys and forecasts
- Influential thought leadership research reports
- Strategic insight to help guide business decision making through our Intelligence First offering
- Personalised email updates from our senior team

All members of the CBI have unrivalled networking opportunities, thanks to a prestigious annual calendar of events that offers access to senior international figures from business and government. We also organise a wide range of conferences, events and meetings - locally, nationally and internationally - that will put businesspeople in touch with the people that matter.

The CBI offers services tailored to the needs of its many trade association members. These members have the chance to feed into our policy-making and to be plugged into our wealth of business intelligence.

We deal with the broader economic and business issues that affect all firms and sectors to help create an environment for business to thrive, creating jobs and economic growth. We will continue to speak up on behalf of our members on the big issues of the day.

 [enquiries@cbi.org.uk](mailto:enquiries@cbi.org.uk)





# Corporate Membership

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## **Corporate Membership of the Business School.**

Become a Corporate Member of the Business School and take advantage of a wide range of benefits:

### **Free places on our breakfast briefings and one-day workshop series**

Successful leaders never stop learning. Leading companies cannot afford to be out of touch. Our experts deliver breakfast briefings and one-day workshops for companies who want their executive team up to speed with the latest business ideas.

### **Discounts on Executive Education programmes**

The Business School is ideally placed to help companies and organisations in the region and beyond to address all of their executive training needs.







### **Priority and discounts on room hire in our state-of-the-art new Business School building**

Our brand new £18m Business School building opened in October 2015 is topped by a dedicated Executive Education floor. This “view from the top” has state-of-the-art learning spaces, a dedicated board room, high specification focus group room and catering facilities.

### **Experts on hand**

Access our team of academic experts and external business specialists to address your questions. Utilise our library of professional resources and materials available from our Management Development Centre at the Business School to drive your organisational performance.



September	October	November	December
<p></p> <p><b>13/09/16</b> <b>Breakfast: Selling - The Numbers Game</b></p> <p>Insights into successful selling using modelling and forecasting techniques that enable you to manage your sales pipeline and develop relationships and networks that help you reach your sales targets.</p> <p><b>David Roberts</b></p>	<p></p> <p><b>04/10/16</b> <b>Breakfast: Making Time to Win</b></p> <p>“If you haven’t got time to do everything, at least do the things you need to do to be successful.” But what are they? Insights into techniques to achieve you key priorities and objectives.</p> <p><b>Mark Barnes</b></p> <p></p> <p><b>17/10/16</b> <b>Workshop: Winner’s Secret / Maximum Focus</b></p> <p>In this workshop we’ll be unravelling the self-concept that is common to successful business people. Using techniques such as Hogan Profiling you will discover Winning Secret Specialities, increased personal freedom and the key to generating winning team members.</p>	<p></p> <p><b>01/11/16</b> <b>Breakfast: Make The Levy Work For You</b></p> <p>Find out about the exciting opportunities available from the new Degree Apprenticeship scheme. Partner with innovative and sector-leading training providers to access on-the-job education for non-graduate managers who can gain a management degree and professional accreditation. The Apprenticeship is also ideal for school leavers, enabling you to cultivate your management talent of tomorrow.</p> <p><b>Michelle Roberts</b></p> <p></p> <p><b>14/11/16</b> <b>Workshop: Hogan Masterclass</b></p> <p>The Self-Concept; the behavioural blue-print which creates a comfortable business mind to inhabit.</p> <p>Hogan Profiling explores this construction and in just one session we’ll be re-programming a positive and winning blue-print. There is a charge for the Hogan Instrument.</p> <p><b>Susie Sharpe</b></p>	<p></p> <p><b>06/12/16</b> <b>Workshop: Making Time To Win</b></p> <p>By challenging participants to question their use of time and recognise what needs to be done, not what they like to do, this workshop equips people to employ time effectively and achieve positive results.</p> <p><b>Mark Barnes</b></p> <p>Based on his popular book ‘Time to Think’ – Seize Control of Your Time and Your Life by Mark Barnes of Step System International.</p>

# Speakers



## Clive Goulden

Clive is a motivational and inspiring authority on how to win business through proposals, tenders and presentations. His unique approach has transformed the success of his clients through a winning combination of bang-up-to-date research, practical tools and fresh thinking. If you win business by proposals, tenders or presentations you simply must hear what he has to say. He will challenge your preconceptions about what makes a successful proposal or presentation. You will learn foolproof techniques to win over the decision makers both in writing and face-to-face.



## Annmarie Hanlon

Annmarie is a professionally qualified Marketing Consultant and the Managing Director of Evonomie Ltd, an independent marketing company that specialises in providing expert, impartial marketing advice to clients working in business to business service industries. Specialising in e-business and marketing communications, Annmarie has delivered talks and lectures at many events. Annmarie is the author of Quick Win Marketing and co-author of Quick Win Digital Marketing. These are books, iPhone Apps and available on Kindle. A languages graduate, Annmarie has experience working overseas including Italy, Greece, Belgium, Luxembourg, France, Ireland and Hong Kong.



## Mike Drayton

An organisational development consultant, a clinical psychologist and an expert in negotiation. His clients include: Sony, VW and Cathay Pacific Airways. Mike has a Doctorate in Psychology from the University of Birmingham and a degree in Social Psychology from LSE. He is also a graduate of the Oxford Programme on Negotiation (Säid Business School, University of Oxford). Mike lectures regularly at the University of Birmingham and the University of Warwick. The talk will be fun, interactive, effective and engaging.



## Martyn Drake

Martyn has advised organisations of all shapes and sizes, from family businesses to some of the world's most iconic brands. His commercial sector client list extends across a wide range of industries from global household names like Weight Watchers and Walgreens Boots Alliance; through mid-sized businesses like Care UK, Alstons and Advance Group; to ambitious, fast moving entrepreneurs like King of Shaves and Wingman. He has helped CEOs lead turnarounds and transformations; coached executive teams in leadership, strategy and business development; and trained hundreds of marketers, buyers and sales people.



## Andy Wilkinson

Andy is Managing Director of OWB, one of the region's leading marketing agencies. Founded 15 years ago OWB works with a wide-range of businesses from SME organisations to multinational brands in varying sectors across the globe. OWB delivers specialist online campaigns for clients including; Lloyds Bank, Twycross Zoo and Princess Yachts, and as an accredited Google Partner provide insight and strategy to maximise online marketing.

Andy is recognised as one of the Midlands '42-under-42' business leaders by Insider magazine, he is a Fellow of the Royal Society of Arts and a previous finalist in the IoD Regional Director of the Year Awards.



## Mark Barnes

Mark is hugely motivated by the idea of helping individuals and organisations to achieve their own definition of success - through training, coaching, mentoring or by encouraging self-directed learning. His business approach is collaborative, while his training approach is based on his fundamental belief that because people have massive potential, we should expect 'more' and work to help them 'to want to bother' to deliver on their potential.





### **Suzie Sharpe**

The founder of Key Change Training and creator of the dynamic “Maximum Focus” and “Winner’s Secret” motivational change training and coaching programmes. A highly experienced training consultant and

coach, she has established a reputation with clients from all sectors for changing people’s attitudes and motivating them to succeed. Suzie’s tailor-made programmes cover a wide range of areas including; addressing leadership development for executive and senior teams, personal development, and motivating employees within organisations undergoing change.



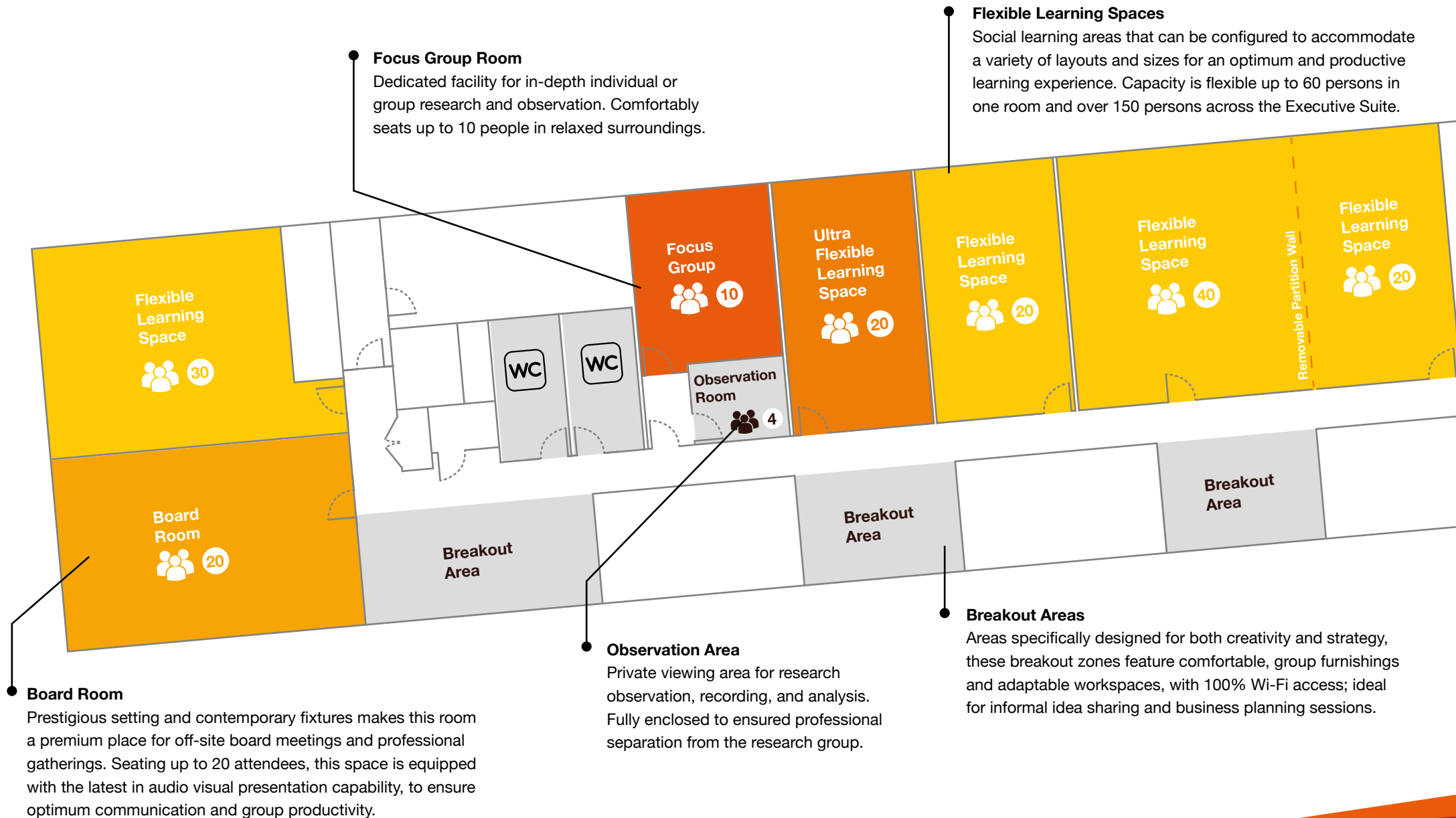
### **David Roberts**

David’s interests are in the ‘contested’ space between academia and the practitioner – he has experience of both through a career in learning and development, sales management and business planning. He believes

there is no monopoly on great ideas and that innovation and performance are enhanced by sharing different perspectives. Qualifications include an MSc in HRD & Organisational Change plus teaching and key professional body Fellowships.



# Executive Suite



**Focus Group Room**  
Dedicated facility for in-depth individual or group research and observation. Comfortably seats up to 10 people in relaxed surroundings.

**Flexible Learning Spaces**  
Social learning areas that can be configured to accommodate a variety of layouts and sizes for an optimum and productive learning experience. Capacity is flexible up to 60 persons in one room and over 150 persons across the Executive Suite.

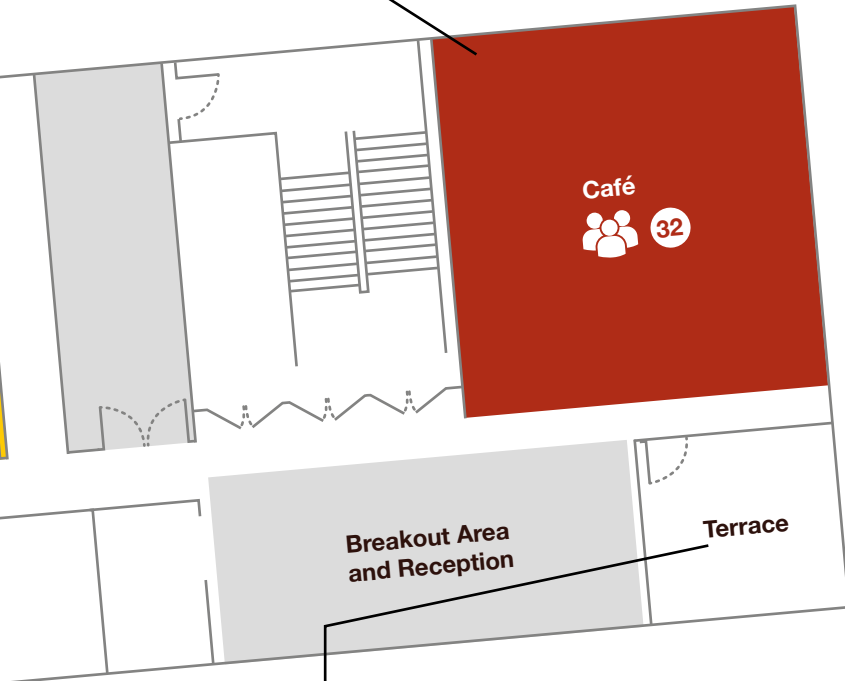
**Board Room**  
Prestigious setting and contemporary fixtures makes this room a premium place for off-site board meetings and professional gatherings. Seating up to 20 attendees, this space is equipped with the latest in audio visual presentation capability, to ensure optimum communication and group productivity.

**Observation Area**  
Private viewing area for research observation, recording, and analysis. Fully enclosed to ensure professional separation from the research group.

**Breakout Areas**  
Areas specifically designed for both creativity and strategy, these breakout zones feature comfortable, group furnishings and adaptable workspaces, with 100% Wi-Fi access; ideal for informal idea sharing and business planning sessions.

### Café

A range of contemporary hot and cold snacks, drinks, and refreshments can be available for those all-important break-out moments in between meetings, study or, simply just relax with your tech and a latte.



### Terrace

Grab some air and take in the view in our outside social space. Our Executive Floor terrace provides the perfect setting for some blue-sky business thinking.

# Executive Suite

Whether you are studying with us; joining us for a breakfast seminar or a workshop; or hiring our facilities for your own event, you will not be disappointed. Our Executive Education Suite has been designed as a state-of-the-art learning and meeting environment.

Our purpose built boardroom, a high-specification focus group lounge, flexible learning and meeting spaces, ample break-out areas, a Café area and a terrace complete the suite.

### Throughout



WiFi Access



AV Technology



Comfort Cooled





# Facilities & Hire

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In the Executive Education suite in our brand new Business School teaching facility we have created a purpose built and equipped venue to hold board meetings, general meeting, deliver training, hold small conferences, deliver workshops or hold public events.


The Executive Suite sited on the top floor of the Business School is a very special venue in the heart of Wolverhampton. We have an excellent board room to seat 20; an exciting focus group room with an observation mirror, cameras and recording facility; multi-functional rooms to seat between 20 – 60, ample break-out areas; a café area and terrace.

All rooms are excellently furnished and equipped with the latest technology, WiFi access, and extras such as flip-charts can easily be provided.


Free Parking is provided and we are just 8 minutes' walk from Wolverhampton Railway and Bus stations.


Please join us for one of the free events we put on throughout the year and experience this superb venue for yourself or call us for a tour.


 Recording facility and technology supported facilities enabled

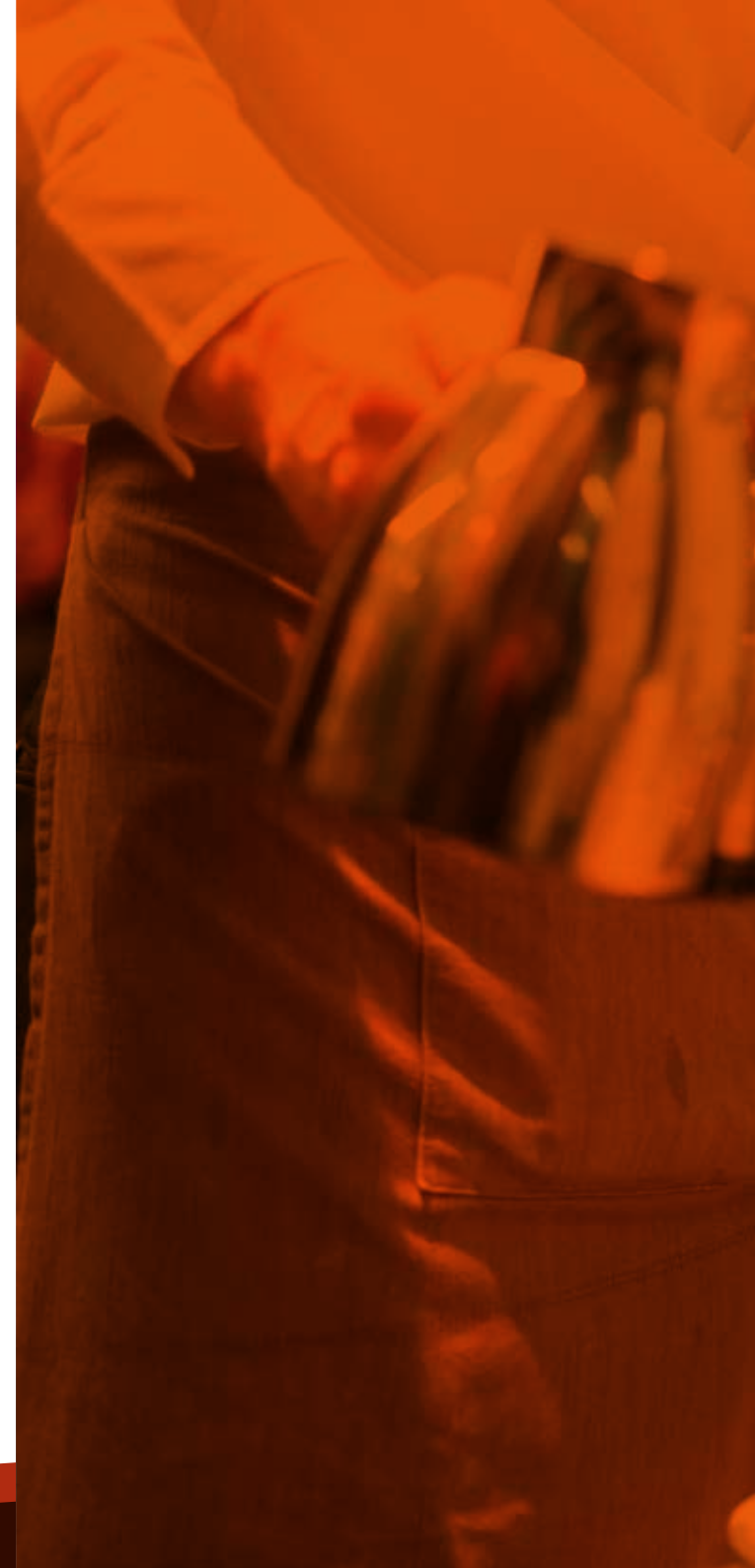
 Reception and information desk facility

 Comfort controlled temperature

 Hospitality and refreshment options to meet your requirements

 Free WiFi available throughout the Executive Suite

 Latest technology and facilities





**All rooms are excellently furnished and equipped with the latest technology and WiFi access**

+44 (0) 1902 321 747

# Directions

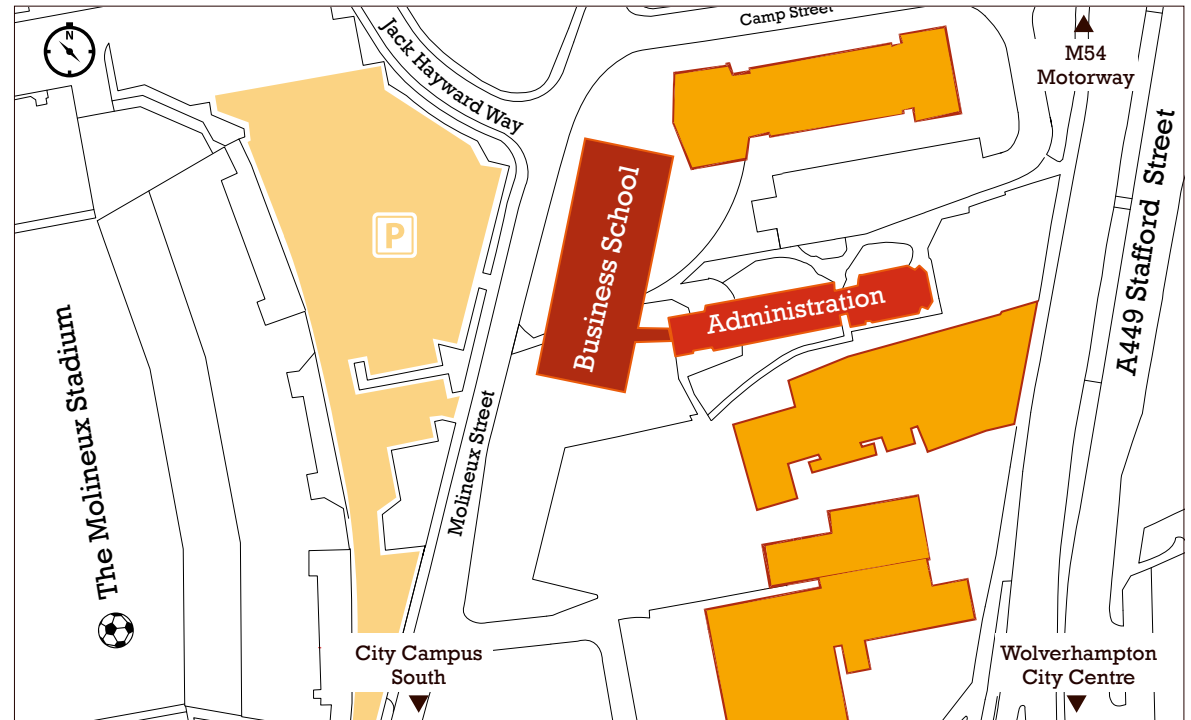
**By road:** M54 Junction 2 or M6 Junction 10 are the nearest motorway junctions. The Business School is located on City Campus North, signposted from the Wolverhampton Ring Road and the A449. Parking spaces are situated opposite the new Business School building on Molineux Street

**By train:** The train station on Railway Drive, just outside the Ring Road and is served by routes to London, Birmingham, Manchester, Liverpool and Edinburgh lines.

**By Metro:** The Midland Metro offers a regular service every 10 minutes throughout the day from Birmingham Snow Hill to Wolverhampton St Georges terminus via West Bromwich.

**By bus:** Buses come into the city centre from all over Wolverhampton and the West Midlands.

**On foot:** The City Campus is right in the centre of Wolverhampton. It is an eight minute walk from both the train station and St Georges Metro terminus, and a short walk from the main bus station.



## University of Wolverhampton Business School

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