

The STAR team

Experience and balanced to deliver each STAR element powerfully...



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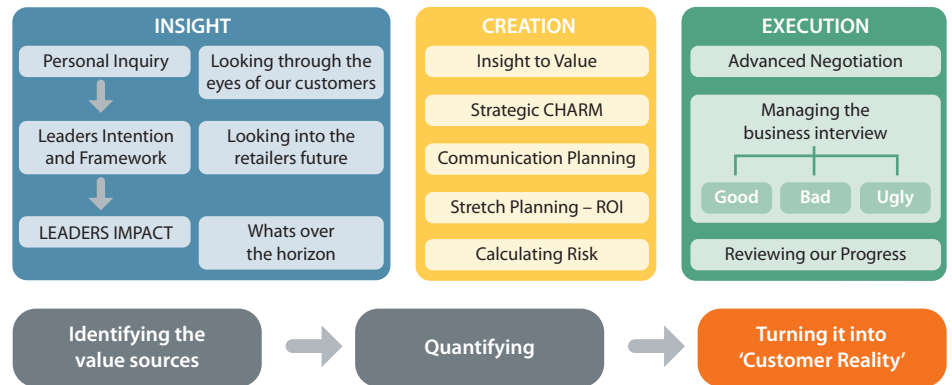
The Edge features...

- Injection of the leading edge thinking via a recognised thought leader
- A structured approach to the injection of creativity thinking
- A unique approach to ideas generation and prioritisation
- Specific and quantified business growth projects with board level sponsorship

Strategic Leadership Training

What is it... A unique management development program driving value adding ideas from insight and creativity.

The Edge: Step by Step



The start point for Edge is genuine INSIGHT... Which comes from our injection of new thinking from a recognised THOUGHT LEADER.

Having received new ideas/insights our delegates are taken through a structured approach to BUSINESS CREATIVITY.

Lastly managers are challenged to priorities and develop EXECUTION plans for their best ideas... Danone have significant NPD in development as a direct result of The Edge.

Throughout the program managers are challenged to re-assess their own MANAGEMENT STYLE AND IMPACT... Many report a dramatic change in approach as a results of the insight.

Key elements

- Pre-event DVD & 'Insight Pack'
- Pre-event 'Market Creativity Project'
- Aide Memoir & Business Case Template
- Leadership Skills Training-Stage Presence, Influence Based Negotiation, Influencing and Pitching
- Learning Contract Coaching

Where's the WOW?

- Pre-learning
- Actors
- STaR Chambers
- Executive Coaching
- Learning Contract

Our 'Stop & Rewind' technique allows managers to try and try again until they are happy with their performance.

Our Actors...

Are provided by People Create who are experts in applying the creative arts to business situation.

Their people combine both creative AND commercial skills are quickly able to talk your language.

Benefits...

The 'soft' benefits of managers attending an Edge program are:

- Reappraisal of the impact of management actions and style
- Learning techniques for injecting creativity constantly into leadership... We find that the heat of business pressure creativity is often squeezed out



- Injection of a real drive for full and effective Execution of new ideas and initiatives... the Edge lives on in the organisation as a series of board sponsored projects

The 'Hard' benefits of Edge are clear and quantifiable:

- New initiatives which may include efficiency measures of product development (old or new)

We have yet to run an Edge program where these hard benefits do not exceed the cost of the program - typically many times over.

Senior managers often attend internal & external 'Big meetings' (e.g. Annual reviews). They will often be the only opportunity to achieve a relationship enhancement, new idea or value opportunity. They can prove make or break.

We work on the execution of value generating ideas through 'Big meetings'. This ensures the senior team are equipped to 'make it happen.'

Who Should Attend...

- Senior Managers expected to demonstrate strategic leadership
- Managers who need time away from the daily grind to re-discover their creativity
- Cross functional senior teams searching for break through solutions that deliver real commercial/ competitive advantage
- Senior teams searching for solutions to 'what appear to be' insurmountable problems

Delegates Feedback:

'The Edge gave me a whole new approach to leadership.'

Jenny Cooper -
Impulse Customer Marketing
Controller at Danone

'The Edge could help anyone expand their thinking and should be offered to all senior managers.'

Sally Hunt -
Sales Capabilities
Manager at Danone

'I am re-invigorated and utterly inspired after the Edge; plus we have an idea that will make a huge impact in the market this year!'

Abi Marchant -
Sales Development
Director at Danone