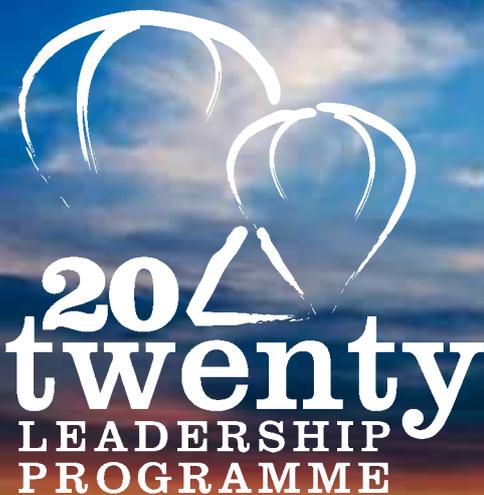


20 TWENTY LEADERSHIP PROGRAMME



**ACHIEVING BUSINESS GROWTH
BY IMPROVING MANAGEMENT
AND LEADERSHIP PERFORMANCE...**

UWIC
Cardiff's **metropolitan** university
prifysgol **metropolitan** Caerdydd



UNIVERSITY OF WALES INSTITUTE, CARDIFF | ATHROFA PRIFYSGOL CYMRU, CAERDYDD

OVERVIEW

20 Twenty Leadership: Helping develop a vision to deliver business growth

The 20 Twenty Leadership Programme provides practical, people-orientated management skills, to help business leaders deliver profitable growth.

The business environment over the next decade will be challenging. Most managers are likely to continue to do what they have always done – ‘business as usual’ – and by 2020 a significant fraction may have failed.

The 20 Twenty programme is designed to encourage business leaders to adapt flexibly to change and to provide them with the skills to compete in an increasingly difficult trading environment.

“It is not the strongest of the species that survives, nor the most intelligent, but the one most responsive to change.”

Charles Darwin



FIRST-CLASS FACULTY



Professor Brian Morgan
Programme Director,
Cardiff School of
Management,
UWIC.

- △ Currently Professor of Entrepreneurship at UWIC .
- △ Brian is also Chairman of Brecon Carreg and of WindPower Wales and a Director of a number of other businesses.
- △ Previously he was Chief Economist at the WDA.
- △ Faculty members include internationally recognised staff and coaches.
- △ The faculty will be supported by prominent business leaders who will act as personal mentors and help deliver the programme.



20
twenty
LEADERSHIP
PROGRAMME

The logo for the 20 Twenty Leadership Programme. It features a stylized graphic of two overlapping circles or loops above the text. The text is arranged in four lines: '20' in a large font, 'twenty' in a smaller font, 'LEADERSHIP' in all caps, and 'PROGRAMME' in all caps. The entire logo is white on a blue background.

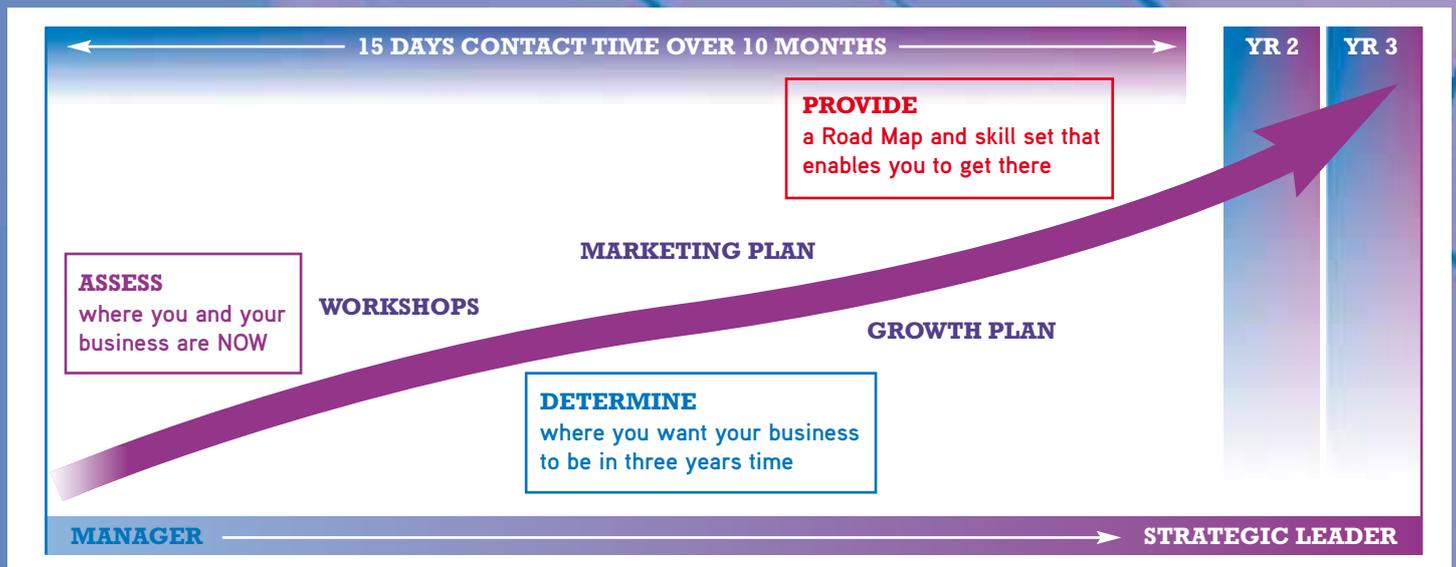
THE 20 TWENTY JOURNEY

The starting point of the 20 Twenty journey will be an in-depth analysis of where your company is NOW – via an informal analysis of your management processes together with a psychometric profile of you.

The programme will then assess where you would like your company to be in 3 to 5 years time and provide a detailed map of how to get there.

The focus of the workshops will be on leading change, managing innovation, harnessing low carbon opportunities, raising finance, improving marketing and delivering better sales performance.

The overarching aim is to develop a successful growth strategy for your company.



KEY BENEFITS

For Participants

On the 20 Twenty journey you will:

- △ Be assigned an Executive Coach who will ensure that ideas formed on the programme are implemented in the workplace
- △ Experience one-to-one mentoring sessions with prominent business leaders
- △ Participate in six Master-Classes, Workshops and Action Learning activities
- △ Achieve a Postgraduate Certificate (PGC) in Sustainable Leadership from UWIC (which can be upgraded to an Executive MBA)
- △ Become a member of the Chartered Management Institute (CMI)
- △ Achieve a Level 7 Certificate in Leadership from the Chartered Management Institute (CMI)
- △ Develop a successful marketing plan and a profitable sales approach to winning new customers
- △ Make your business 'investor ready'
- △ Improve your ability to communicate effectively and inspire others

For the Company

Your company will benefit from:

- △ The development of a strategic growth plan
- △ Informal due diligence reports on management processes developed after discussions with successful business leaders
- △ Psychometric appraisals and 360-degree assessments
- △ New management tools that help to motivate staff
- △ An environmental audit designed to maximise opportunities from low carbon economy initiatives
- △ The development of a sound business proposal for new investors
- △ A creative marketing plan and sales strategy
- △ Hands-on examples of 'lean thinking' and related innovation tools to promote strategic business development
- △ Flexible delivery methods – including evening and weekend options
- △ The ability to take full advantage of the business case for equality and diversity by meeting the needs of a wider customer base

ARE YOU UP FOR THE CHALLENGE?



Fees

The European Social Fund will provide up to 80% of the full training costs for each participant.

This has dramatically reduced the cost of the 10 Month Journey to £1850 per delegate.

The programme fee includes all tuition, educational materials and refreshments.

Flexible payment options are offered by UWIC to help spread the cost to your business.

Key Deliverables

- △ Unique tailored learning experience, designed around your company
- △ One-to-one coaching sessions with an Executive Coach
- △ Mentoring discussions with prominent business leaders
- △ Recognised Postgraduate Qualifications in Leadership and CMI membership
- △ Flexible delivery methods, including evening and weekend options
- △ A 10-month journey (15 contact days) including: Workshops, Action Learning, Master-Classes and Coaching

Next Step

To obtain further information, download a brochure, reserve a provisional place or request an application form, please contact the 20 Twenty programme team using the contact details below.

Other Formats

To view this document in Welsh or a larger text size, please contact a member of the team or visit the website below.

The new Cardiff School of Management in Llandaff



Contact details:

Professor Brian Morgan
Creative Leadership and Enterprise Centre (CLEC)
Cardiff School of Management
UWIC, Western Avenue, Cardiff CF5 2YB

Tel: 02920 416329
Email: clec@uwic.ac.uk

www.20Twentyleadership.org