

BUSINESS DEVELOPMENT SUPPORT

Customer HG Systems

Background

Client is a premier independent systems integrator providing automation and control systems for the food, metals and energy systems. The 50 strong, privately owned company has returned solid financial returns in recent years, but there has been little growth. The owner managers were concerned that this would continue unless the broader management team took responsibility for business growth and direction.

Services Provided

Initially, fmea provided a tailored version of our “Encouraging Enterprise” programme which is aimed at helping technical managers understand the need for them to adopt an entrepreneurial approach and provide practical help in doing so.

In this case the programme comprised six half-day workshops:

- Business Planning
- Encouraging Enterprise Part 1
- Encouraging Enterprise Part 2
- Managing Customer Relationships
- Project and Manpower Planning
- Managing Technical Teams

A very well presented programme.

Delegate.

The workshops were delivered to the entire Management and Supervisory Team and were supported by one to one interviews, personality profiling and observation to act as a mini-assessment centre, providing valuable feedback to the board on potential for advancement and development requirements. Delegates were also provided with one to one confidential feedback to help them produce their own development plans.

The workshops were also supplemented by a creative visualisation exercise designed to encourage the team to think about the possibilities for developing the business. This was followed by a strategic sales planning workshop in which the board and management team worked together to produce a shared understanding of the company’s sales proposition and develop outline sales and marketing plans for each business unit.

In the course of this planning workshop, information was generated to help managers contribute to the sales process and develop standard publicity materials.

Case Study

Outcomes

The key outcomes of the programme were:

1. Increased understanding of the business model.
2. Increased understanding of customer and staff relationships.
3. Exposure of the need for the management team to take responsibility and action to improve the business.
4. Feedback to the board on key staff concerns.
5. Open and frank debate about key business and management issues in a manner which encouraged problem solving.
6. A thorough independent assessment of each person's capabilities, motivations and aspirations.
7. Agreed personal development plans for each individual.
8. A detailed training needs analysis for the management team.

The programme was very thought provoking.

Delegate.

Additional Services

Fulcrum are providing ongoing coaching support and have made proposals for a focused management development programme in support of the company's quest for the Investors in People standard.

Contact

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