

## Does this sound familiar?

" I can't fault my line managers technically, but they don't see building the business as their responsibility ....

I need them to rise to the challenge, I need them to take responsibility, there is a limit to what I can do"

**Director  
Major Design and  
Construction Contractor**

"They are managers but they still think like engineers. They don't think about the bottom line.

They still don't think about things from the company's perspective.

I need them to leap the divide into the management camp"

**Director  
Systems Developer**

## Encouraging Enterprise

The continued commercial success of your organisation depends on your ability to develop the next generation of managers to take over the business development reins. Promotion from a functional role to a management position can be difficult for the company and the employee alike.

Candidates for development are often selected for their functional abilities and showing some signs of broader capability. Get it right and you have a real asset for the company, get it wrong and you can swap a valuable asset for a poor manager and worse leader.

Success at management level requires a different set of skills and capabilities than those required for excellence in a functional role. It is not just more of the same, but a different set of competences - a blending skill, knowledge and attitude to produce effective behaviours.

The Encouraging Enterprise Programme will help you identify, develop and empower your future business development team. It will guide them through the change management process so they can change their behaviour and be confident in their new roles.

If you need your managers to: -

- Develop new products and services
- Develop new customers
- Build and maintain relationships with customers
- Promote the company
- Develop their own teams

This will help you develop more entrepreneurial teams and to be fully effective, it needs to be set in a context of an atmosphere which encourages enterprise. To help you achieve this, Encouraging Enterprise also addresses these organisational issues.

At the company level, you will

- Get practical advice on setting your business on the path to continued growth.
- See examples of how other companies have achieved this
- Get ideas and contacts you can put to immediate use
- See how your current thinking limits your potential

This element of the programme

- Why the status quo is no go!
- Finding Options for business development
- Making the best of what you've got & knowing what you need to do more
- When to listen to customers [and when they can't help!]
- Learn from the winners
- Identifying, developing and unleashing talent
- Lighting the "blue touch paper
- Making Enterprise a way of life

## Contact Us

**We would be pleased to discuss how we can support your organisation.**

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