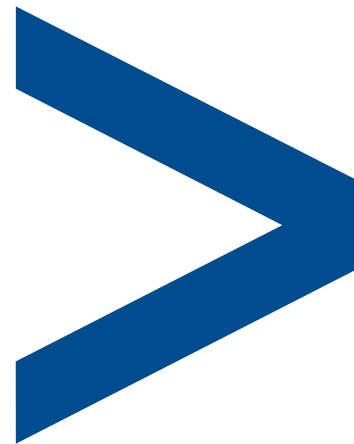


# Directors Development Programme Accelerator

5 Day Course



In association with



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## In Professional Development

In Professional Development is a dynamic and efficient independent training provider. With a national presence, we have 120 consultants specialising in Leadership, Management, Strategy, Business Growth, Coaching and Mentoring, Equality, Diversity and Inclusion and much more.

Our aim is to provide leaders with the tools they need to unlock their potential and drive positive change in their business.

Our 4x Owner Directors and 3x Associate Directors have a combined experience of 100+ years in learning and development, working both for private sector organisations and British Universities, at undergraduate and post-graduate levels, specialising in professional audiences in the topic areas. This vast experience means we're well placed to consult based on a rich history of excellence, demonstrated by our 5 star Trustpilot rating.

## Overview

The Directors Development Programme Accelerator (DDP) has been designed alongside experts in industry and academia. The programme is designed to support and provide leaders with the knowledge and skills to be a high performing Director, preparing them for the demands and challenges that they face every-day. Additionally, the programme gives learners the opportunity to take their studies to the next level by offering an associated qualification - the Postgraduate Certificate in Strategic Leadership for Directors, which is validated by the University of Chester.

This structured, insightful and intensive programme provides an outstanding personal development opportunity. It will give participants a detailed understanding and up to date knowledge of the role of the Director and the Board, leadership, corporate strategy, finance and, crucially, organisational governance. Through the knowledge and experience of the course leader and peers, delegates will be encouraged to consider their own role alongside the Board, discussing relevant issues, challenges and solutions.

Through subject specialists, cutting edge research, case studies and models, participants will be proficiently equipped to improve Board effectiveness and increase their own contribution at Board level.

## Who is this course for

This programme has been designed for managers, directors and senior stakeholders with a minimum of three years' senior management experience.

## Learning Outcomes

On completion of this programme, participants will:

- Hold a detailed knowledge and an in-depth understanding of the role and responsibilities of a director including legal obligations, personal liabilities and expected duties and how these relate to your role in your business
- Build crucial commercial, operational and leadership skills and knowledge
- Have improved confidence to effectively operate at board, C, D or executive-level management
- Possess knowledge of the latest boardroom best practice and principles
- Have developed the personal key skills to better influence the board and deliver more effective outcomes
- Be able to make improved and more informed decisions, viewing challenges more objectively and delivering better results.

## Delivery Method and Price:

Virtual Classroom: **£3,250 + VAT**

Face to Face Classroom: **£4,250 + VAT**



I was inspired by the course to immediately input changes within my company, particularly the excellent content revolving around leading and managing, finance and marketing. All 3 of the trainers were superb in their knowledge of the content, as well as the quality of the presentation. Absolutely fantastic course from start to finish, one I would highly recommend.

**Dan Black, Director, Autex Ltd**

# Agenda

## Session One: The Role of the Company Director and the Board

Key themes include:

- Director duties as defined in the Companies Act 2006
- Corporate and ethical governance
- Risk management in the current climate
- Offering both challenge and support in the boardroom and managing stakeholders
- Considering ongoing legislative changes

## Session Two: Finance for Non-Finance Directors

Key themes include:

- The key financial reports and metrics of a business, including cash-flow, balance sheet, and profit and loss / income statements
- How to interpret the financial information from a non-financial perspective
- Understanding accounting principles and standards
- Methods that can be used by finance directors to create financial information, including financial ratios
- Understanding the relationships between a company's financial stakeholders and its directors / business owners
- Recognising the signs of a failing company
- How to rely on and gain the most from the finance function

## Session Three: Advanced Leadership for Directors

Key themes include:

- Self-awareness in leadership and 21st century leadership practice
- Developing an inquisitive mind-set and leading organisational change and knowledge
- Managing performance and measuring progress
- Influencing a positive culture in the workplace through effective, responsible and sustainable leadership
- Managing diverse inter-dependent teams
- Developing soft skills for performance (coaching and mentoring) and developing effective teams and resilience in the workforce

## Session Four: Advanced Strategic Planning for Directors

Key themes include:

- Understanding differences between strategic and operational thinking
- Strategic business planning concepts
- Designing and managing a process for successful organisational change
- Defining the business environment and influential factors
- Reviewing a range of strategic leadership and management theories to inform best practice

## Session Five: Strategic Marketing and Communications for Leaders

- Deriving value and market share from research and insights
- Developing a brand and 'the universal truth'
- The purchasing decision-making process
- Public affairs and stakeholder communications
- Digital and social marketing

## Qualification

Following completion of the Directors Development Programme, learners can opt to continue their studies with a Postgraduate Certificate in Strategic Leadership for Directors, validated by the University of Chester. This is a level 7 postgraduate qualification which sits between an undergraduate degree and a masters.

[Click here to find out more about the PG Cert in Strategic Leadership for Directors.](#)

“

After attending this programme as someone who had never been a director before, I feel I am leaving with a new skill set and techniques that can immediately be implemented upon my return. I would most certainly recommend this programme to new or aspiring directors as it has been so helpful to me.”

**Candice Brett – HMG Paints**



# Tutors

## Leadership

### David Clouston



David's experience stems from 33 years in the British Army where he reached a senior level. He led and managed soldiers throughout his career and was particularly involved in the interface between operational and strategic decision making. He has also been responsible for a number of change programmes and has been a Deputy Chief of Staff to a number of large organisations over that time.

### Jed Hassid



Jed is a business growth expert, experienced in working with board level decision makers to define and implement key business strategies and so drive shareholder value. His main areas of expertise include strategic and business planning, strategic marketing and business performance improvement.

### James Willerton



With more than 10 years of business consulting and professional service experience, James has developed a well-rounded and practical perspective on strategic development and human capital development at all levels and cross-industries both nationally and internationally. With a focus on innovation in strategy development, James is a certified 'exceptional trainer'. He has a diverse background in business management, innovation, strategy development, organisational development, recruitment and operations.

### Alex Firmin



Alex is an experienced and dedicated education consultant and trainer. His core skillset is the design and delivery of engaging personal and professional development programmes. He is adaptable and comfortable working at any level in the organisation, from front line leaders to the Board.

### Shaun Hughes



Shaun Hughes is Associate Tutor for InPD, specialising in Leadership, Management, Projects and Processes, Coaching and Mentoring, Strategy, Vision, Change and Culture.

### Mel Ross



Mel is passionate about helping private, public and third sector organisations humanise transformation. Humanising transformation leads to accelerated success and a safer, happier, and evolving human systems and earth. Pioneering the concept of Humanising Transformation as a standard within all change and transformation.

## Marketing

### Rian Bailey-Weir



Rian is a content marketing specialist with a passion for all things marketing, behaviour change, and empowerment through education. He has a diverse background in marketing, having worked both in-house and agency-side with clients in various sectors like retail, construction, healthcare, education, and property over the last 10+ years.

### Bill Faust



Bill is a guest speaker at leading global business schools including Sheffield (UK), EDHEC (FR) IMD (CH), Queensland University (AUS), Oxford Brookes (UK), Rotterdam School of Management (NL) MIT (USA), London Business School (UK) to mention a few.

### Martin Corlett-Moss



Martin has worked in the marketing industry for 33 years. As both Marketing Director and Managing Director, he has worked with companies and clients at every level to develop implement marketing strategies and create tactical campaigns across companies as diverse as Lloyds TSB, Mercedes, Scania and Harper Collins.

### Jenny Borthwick



Jenny is an experienced marketing professional, with over 20 year's expertise in developing and implementing successful marketing strategies that deliver sales and brand value.

### Matt Eld



Matt is an expert in marketing strategy and business transformation. He is a senior leader with over 25 years' experience of improving and growing businesses, gained from a variety of senior management roles.

## Finance

### Janet Grant



Chartered accountant and leadership resilience coach specialising in stress and resilience coaching, business/finance training and leadership development. Significant experience working across many companies and industries, from SME's up to BAE Systems, Pets at Home and Janssen Pharmaceutical. A RQi resilience practitioner affiliated with Kirros.

### Ewan Tracey



Ewan combines training with running an active accounting practice and working as a Senior Lecturer in Accounting and Finance at a UK University. Ewan has 14 years of training experience and 22 years of experience as an accounting and finance professional.

### Della Hudson



Della has been a chartered accountant for over 30 years, founder of three businesses, mother of two teens, and author of three books. As well as running her own businesses Della has served as Finance Director of multinational organisations liaising with non-financial managers to improve the overall business. She was voted one of Accountancy Age's 'Top Women in Finance' and one of Tide Bank's '20 entrepreneurs to watch in 2020'.

### Tara Askham



Tara Askham is a qualified lecturer specialising in finance and a Fellow of the Association of Accounting Technicians. As a Finance Director, Tara co-founded multi-award-winning social enterprise Infused Learning and wrote the first Accountancy Access to Higher Education Diploma in the country.

### Christine Silvester



Christine Silvester is a qualified chartered accountant, (ICAEW) who runs her own accountancy practice in Warwickshire where she specialises in the provision of accounting and tax compliance services to a range of small businesses. She also provides tutoring, support and guidance to business owners in the understanding and requirements of finance.

### Stewart McCombe



Stewart has a career background in corporate banking, and is a highly experienced commercial individual, who commenced a transition into the not for profit sector at the end of 2009. He now has a portfolio of Chair, Board and consultancy roles across not for profits and SMEs.

### Andy Bate



Andy is a qualified chartered accountant with in excess of 15 years' experience working in corporate finance and private equity organisations, where he did multiple Merger and Acquisitions and fund raising transactions and has sat on 15+ Boards.