

# The Role of the Managing Director



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## Duration

Two teaching days

## Overview

The Role of the Managing Director course is designed to equip you with the tools and knowledge to carry out this crucial and complicated position. Very few managing directors have formal training for the role and are expected to learn on the job.

Furthermore, serving as a managing director (MD) or chief executive officer (CEO) can be all-consuming, lonely, and stressful. Just three in five newly appointed MD's/CEOs live up to performance expectations in their first 18 months on the job. Academic research demonstrates that traits such as drive, resilience, and risk tolerance make them more successful.

This course will cover not just the key skill sets of the managing director, but also the key mindsets and practices for excellence, and how the role is evolving more than ever.

Attendance at The Role of the Managing Director programme will help you in becoming a future leader. It will arm delegates with the knowledge and practical skills required for developing, implementing and proactively leading and managing a successful organisation.

## Who is this course for

The Role of the Managing Director course is aimed towards newly appointed managing directors, those aspiring to the role or those looking to improve their performance with fresh insight from leading professionals.

It is also appropriate for those who are currently operating at a different function across their organisation and are contemplating a Managing Director role in the future. The Evolving Role of the Managing Director has been designed for executives, managers, and senior stakeholders from across the public, private and not for profit sectors.

This course is for you if you want to...

- Learn to develop and implement a company strategy
- Lead and motivate a successful organisation
- Learn how to manage change
- Learn how to build and maintain an effective management team
- Stay in control of the company's finance

## Learning Outcomes

On completion of this programme, delegates will:

- Be able to validate the company's strategy in the context of the vision and mission of the business - it all starts with knowing where you are going and why
- Understand the challenges of managing strategic and operational responsibilities
- Develop an effective framework that "links" vision/mission with everyone's role and ensures that everyone is pointing in the right direction
- Be equipped to lead with change management strategies, appropriate for the Digital Age
- Be able to effectively manage crises (short term or long term) at any given time
- Be able to build and maintain an effective management team
- Be able to build an effective advice network and introduce diversity of thought
- Understand Why Boards (and therefore businesses) don't achieve what they want
- Understand the Managing Director's position alongside and compared to the aims and objectives of the Board
- Understand the separate roles of the Chair and the Managing Director
- Assume full accountability for the Board for all company operations
- Build financial control and rhythm
- Understand good corporate governance

## Agenda

### **Session One: Mindset, Vision and Responsibilities**

Key themes include:

- Exploring the roles, responsibilities and skills of the Managing Director
- Where is your Switzerland
- The Key Role of Non Executives
- The Evolving Nature of Boards
- Understanding your Governance and Legal Duties
- Developing Effective systems
- The Entrepreneurial Operating System (EOS)
- Objectives and Key Results (OKR's)

### **Session Two: Identifying Priorities**

Key themes include:

- Building Financial Control – Financial Management Cycle
- Variance Analysis and Forecasting
- Managing in an evolving environment
- Competitive Advantage through Horizon Scanning
- Dynamic risk and crisis management
- Case Studies
- The World of Leading in a Digital Age
- Approaches to innovation and considering new technologies
- 18 mindsets and practices of excellent CEO's

## Tutors

### **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.

He made the cross-over in wanting to build his own businesses and in the last 10 years, is a founding partner of a fast-growing and successful e-commerce company, and in 2019, co-founded and launched an education software business around capturing and evidencing health and well being in children. Andy is also a founding partner of the consultancy/operating partners arm of Gunner Cooke Operating Partners.

The vast amount of businesses Andy has appraised and worked with in his corporate finance and private equity career, coupled with his own "at the coalface" learning experiences of starting, building and developing his own businesses, gives an invaluable insight into how businesses and Boards should function.

Andy is incredibly energetic, hungry with a strong desire to succeed in any business he supports.

