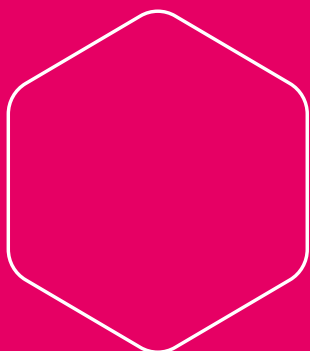


THE LEADER PROGRAMME

Lead for Growth



About the Programme



What is the Leader Programme?

The Invest NI Leader Programme helps leaders effectively navigate the business environment and grow their business through exposure to the latest business thinking and the development of strong leadership competencies.

The programme offers an opportunity to develop your business's performance and push your thinking around growth even further! It will help you identify where you are as a leader now, where you want to be and how to get there. Not only does it encourage you to develop a more ambitious vision, it also provides the practical support required both personally and commercially to deliver on this vision.

Through a unique combination of structured and interactive peer networking events, specialist 1-2-1 business mentoring and leadership coaching, the Leader Programme provides the challenge, support, inspiration and learning to help you develop and thrive in a rapidly changing business environment. You will be exposed to some of the latest leadership thinking from experts and guest speakers and will benefit from all elements of the programme to guide you with the development of a strategic growth plan to push the boundaries of your existing business. Through participation you will also have the opportunity build valuable connections with other like-minded business leaders.

You will be supported to consider new business development opportunities, to embrace more innovation, to build your value proposition, to explore new funding streams, to explore new markets globally, to generate more sales, to create a strong organisational culture, to invest in technology, to improve operations, to build peoples' capability, to attract new talent, improve finances and become more sustainable for the future.

Who is the programme for?

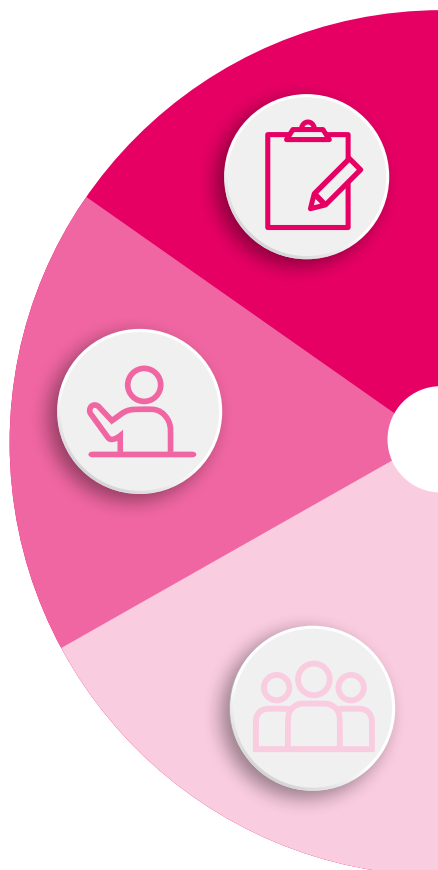
The programme is aimed at the overall leader of an SME, the Managing Director, CEO or Owner-Manager who can demonstrate:

- ✓ A clear strategic need and willingness to change
- ✓ Commitment and time available
- ✓ Turnover ideally greater than £1 million
- ✓ A history of profitable trading
- ✓ An existing robust business model

The programme is open to companies that are currently customers of Invest NI.



Programme elements



Practical Business Mentoring

A pool of experienced entrepreneurs and business owners are available to support you through the programme and ultimately help unleash the growth potential of your business. The mentor you select will provide expertise and challenge across a range of business functions, supporting you to develop an improved strategic focus and more ambitious growth plan for your business.

There will be up to 5 days / 37.5 hours of mentoring time available over the course of the 9mth programme and you can select the mentor you feel most aligned to your needs.

Leadership Coaching

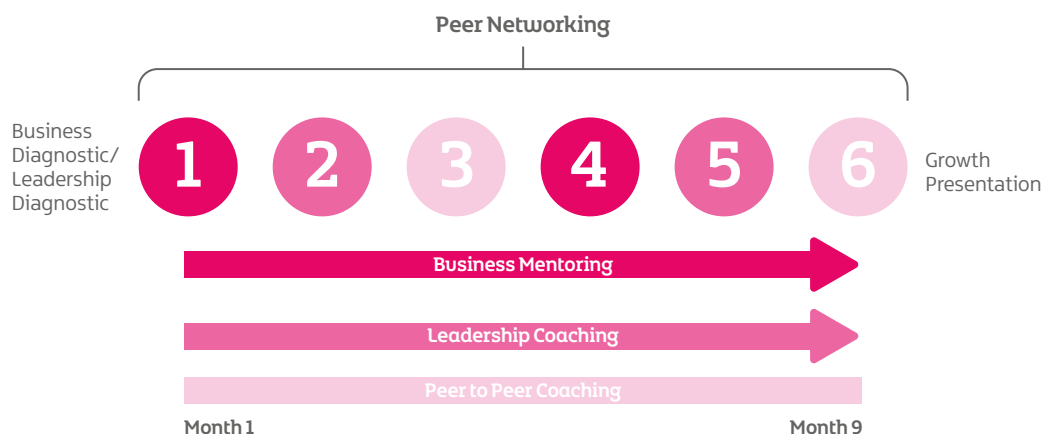
A panel of accredited leadership coaches are there to help you develop and enhance the impact of your leadership to effectively deliver the growth ambitions for your company. The leadership coach will work with you to support the planning and execution of your business growth plan by strengthening your leadership attributes, unleashing your growth potential, developing your communication skills, enhancing your business culture and engaging your people to perform.

There will be up to 3 days / 22.5 hours of coaching time available and you will be allocated an accredited, highly experienced leadership coach.

Networking and Peer Learning Sessions

A mix of in-person and virtual networking sessions combined with smaller peer action learning sets, will provide exposure to business experts and key leadership topics, whilst sharing experiences and learnings with like-minded leaders. This learning contributes to both your individual and company growth activities, but also helps you build a supportive network of like-minded business peers. Typical sessions may include; Strategy, Leadership Dynamics, Entrepreneurial Leadership, Leading Innovation, Developing a High Performance Culture, Employee Engagement, Business Scaling, Communicating with Impact, Leading in a VUCA World, Strategic Teams.

Leader Programme



Key questions for leaders considering applying to The Leader Programme

- Are you the founder or driving force of the firm?
- Do you at times feel isolated in your role as the leader of the business?
- Does the rapidly changing business environment present significant challenges or opportunities that require a new leadership approach or a different business direction?
- Has your company grown rapidly but you have not had time to focus on setting up the structures or processes to support growth?
- Do you spend too much time on operational activities when you should be focusing on setting the right strategic direction for your business and exploring options for more innovation or business development?
- Do you need to build a more professional company structure in order to grow internationally?
- Do you need to redefine your leadership role in order to recover or regrow the company?

Common drivers for leaders who have participated so far

- To develop their personal leadership capability and organisational culture to facilitate growth of the business.
- To develop talent, drive engagement and build performance of their teams.
- To build a professional business structure and robust processes to support growth.
- To develop a more ambitious plan to support future growth.

How will my business benefit?

- Setting a strategic direction

The Leader Programme will help you to think clearly about the leader you need to be and where you want your business to be in order to establish a clearer strategic direction.

- Mentoring your growth

The experience and expertise brought by a business mentor ensures key decisions are backed up with a real-life understanding of how to address issues within a business.

Their knowledge will help you feel more confident about your decision-making, how to build key development actions into a strategic plan and take your business forward.

- Develop leadership capability in your business

Leadership coaches and programme facilitators serve to challenge and develop key leadership skills, knowledge and behaviours. They will help unleash your personal growth potential and build a strong culture to support the growth and flexibility of your business.



- **Gain alternative perspectives**

Bringing in an external expert can provide a fresh and divergent outlook on opportunities and inefficiencies within the business. External experts are unaffected by culture and internal politics, they can provide impartial and unbiased advice.

- **Grow your network**

External experts (mentors, coaches and other participant MD's), have a considerable network of influential and skilled contacts, who they may be willing to share to support your business towards growth.

- **Sharing of ideas**

External expertise can facilitate the cross-fertilisation of ideas, particularly in terms of business strategy and planning.

- **Strategic growth plan**

During the Programme your business mentor and leadership coach, will support you to develop a Growth Plan for your business. This will incorporate the key development actions you have identified throughout the Programme to take your business forward.



What do our previous programme participants say?



Hear how The Leader Programme helped Aqualla Brassware grow their business.



Learn how Andrew Ingredients improved the strategy, direction and leadership of their business, with the support of The Leader Programme.



STRONGER
TOGETHER



Hear how SDG used the support from The Leader Programme, to help grow their business and deliver a high level of customer experience across the company.

Programme Costs

- Up to 3 days / 22.5 hours leadership coaching (including MBTI diagnostic) with 49% support towards costs.
- Up to 5 days / 37.5 hours of business mentoring (including business diagnostic and support towards recovery / regrowth plan) with 49% support towards costs.
- Online networking and learning events with guest speakers supported at 100% of cost.
- Pay as you go approach, no upfront fee, you can tailor the hours required to suit your needs and budget and up to the maximum hours supported.

“ The leadership programme was an amazing experience for myself as a Managing Director, our wider team benefited hugely as a result. Our business improved in more ways than we could have imagined, adding structure, process and growth across all areas. The peer group we formed still meet regularly, this is a group of people I would never have met unless I had of joined the Leader Programme. This is one of the most beneficial programmes Invest NI have to offer, and one of the best I have ever been involved with. If anyone is considering joining I would recommend having an open mind, being completely honest with everyone from the start, and commit to the sessions, coaching and mentoring as much as possible.”

MARK McGILLION, TriEx

“ Being a tech entrepreneur and in the game 15 years, I almost thought I knew enough about leadership and its challenges, however this programme made me realise I was only scratching the surface. My company now has a stronger culture, better performing team, engaged management, increased productivity and more bottom line as a direct result of this programme. What is even more remarkable, is that all this has been achieved with vastly reduced stress levels and less pressures on both myself and the senior leadership team within the business.”

PAUL CREIGHTON, Advanced Electronic Solutions Global Ltd (UK)

Next Steps

If you are interested in finding out more or applying for The Leader Programme, please contact your Invest NI Client Executive or:

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