

# Strategic Leadership Programme

## Cohort 6

### Building High Growth Businesses

Having had fantastic feedback from the past 5 cohorts of our Strategic Leaders Programme where senior managers, directors in waiting and leaders of SMEs have come to develop their skills in order to take their businesses to the next level, we are thrilled to share the details of our next cohort, Strategic Leadership *Cohort 6*, starting in September 2021.

## OVERVIEW

This practical and engaging programme will inspire and engage delegates who want to: increase self-awareness; develop their leadership capability; improve their ability to engage with and lead their teams effectively whilst increasing an understanding of the nuts and bolts of how to build a high performing business.

## WHO IS IT FOR?

Business leaders, owners, new directors, senior managers and executives who have responsibility for: decision making; strategic planning; performance managing their people and setting a direction for the business.

## WHAT WILL THEY LEARN?

This is a semi-bespoke programme, designed to fulfil the leadership needs of its delegates. The detailed content will be crafted as a result of the outcomes from a 90 minute one to one session with each delegate during phase 1: The Diagnostics.

However, that detail will be built around the following building blocks of the programme:

- **The Effective Leader:**  
Creating Your Road Map of Success
- **Where is the Risk?**  
Understanding and mitigating risk in your business
- **Building your brand:**  
Paying attention to the 4 facets of brand management and how to win business without pitching
- **Your Leadership Behaviours:**  
Becoming the kind of leader you'd really like to be
- **Director/Owner Relationships:**  
How to build better relationships and overcome differences of opinion with business owners
- **Corporate Governance and Control:**  
Legal responsibilities of a director
- **Emotional Intelligence:**  
Flexing your leadership style for better communication
- **Sales and Marketing Strategy:**  
How to make sure that you are delivering all of the right notes to make people want to engage with your company
- **Building and Performance Managing Your Team:**  
Recruiting and retaining the right people
- **Understanding Finance:**  
It's all about the money! Cashflow, forecasting, management accounts and accessing finance for growth
- **Dealing with Dysfunctional People:**  
Effective lessons in people leadership
- **Finding the Time:**  
Getting organised and ensuring that time doesn't manage you
- **Critical Lessons in Project Management:**  
Problem solving and process management for success!
- **Strategic Planning:**  
Where do you really want to go and how will you get there?

Please see an example of a Strategic Leaders Programme that has previously been delivered for 10 leaders from 5 North West based businesses in Appendix 1.

## WHAT ARE THE OUTPUTS?

This practical and engaging programme will inspire and engage delegates who want to: increase self-awareness; develop their leadership capability; improve their ability to engage with and lead their teams effectively whilst increasing an understanding of the nuts and bolts of how to build a high performing business.

## PROGRAMME DETAILS

### Phase 1

Each delegate will:

Each delegate will complete a detailed leadership diagnostic which will help you to:

- Assess your leadership strengths and weaknesses
- Recognise your leadership style through an MBTI type personality assessment
- Understand your purpose and personal motivations

All of the above will be discussed in detail with a Morgan James Executive Coach who will help you to consolidate your learning objectives during an one to one session prior to the start of the programme.

### Phase 2

Approx. 2 weeks after the completion of Phase 1, delegates will embark on the workshop element of the programme. This will include:

- 9 x highly interactive full day workshops to help each participant through the change curve from knowing what a leader does to becoming an effective strategic leader and how to build high performing teams.
- Each delegate will be provided with a toolbox of models, ideas, skills and experiences to improve their competency and ensure that they live out and build their brands effectively.
- There will be an 'application to the workplace' task set at the end of each workshop for each participant to complete between sessions, reporting on their successes and experience of applying the learning to the workplace at the subsequent session.
- You will be invited to share the story of your learning journey and your plans for growing your team or your business in a presentation during graduation day.'

## GRADUATION CONDITIONS

In order for delegates to graduate, the following conditions need to be met:

1. Phase 1 to be completed with your line manager (if appropriate) and the Morgan James Executive Coach.
2. At least 7 of the 9 workshops to be attended and demonstration of at least 7 of the interim work-based projects completed.
3. Demonstrable progress at work observed by your line manager (unless you are an MD or CEO).

*"The greatest leader is not necessarily the one who does the greatest things. He is the one that gets the people to do the greatest things."*

Ronald Reagan, former U.S. President



## Investment

The cost of this **10-month programme** per delegate includes:

- A leadership assessment (including MBTI Psychometric Profiling and Performance Assessments)
- The design and delivery of a programme that meets the leadership development needs of each delegate
- The design and provision of all printed materials
- The use of appropriate business simulations to heighten learning and understanding of application back in the workplace
- The hire of training location and provision of lunch and refreshments throughout each training day

Total Cost per delegate:  
**£4,295.00 + VAT**

Early bird booking discount for bookings before  
3rd September 2021 **£3,595.00 + VAT**

## LOCATION

All diagnostic meetings (Phase 1) will be held via Zoom or at the delegates place of work. All workshops (Phase 2) will be held at one of the following training locations (depending on availability). In light of recent challenges with Covid-19, some modules may be held online. We are absolutely committed to the safety of our delegates and have strict cleaning regimes at our training locations. Full details of how we protect you during our face to face modules are included in the attached document.

**The Message Enterprise, Harper Road, Sharston, Manchester M22 4RG**  
**Riverview House, The Embankment, Vale Road, Stockport SK4 3GN**

*"Attending the Strategic Leadership Programme run by Morgan James Consulting has given me the tools and inspiration to equip me to make a real impact on my company. Whether you are newly appointed director or an MD who is looking for a fresh perspective, I would highly recommend this programme!"* Michelle Haliwell, Managing Director, Colour In Media

## PROGRAMME DATES

Date	Intervention	Delivery Team
Last week in July 2021	Diagnostics Distributed	N/A
W/C 6th September 2021	One to ones with all delegates	Elizabeth Soehren
21st September 2021	<b>Module 1:</b> The Effective Leader	Lily Newman and Elizabeth
20th October 2021	<b>Module 2:</b> Making the Most of Your Talents and Understanding Difference	Elizabeth
18th November 2021	<b>Module 3:</b> Process Mapping + It's all about the money!	Dave Bartholomew and Nik Hynes
9th December 2021	<b>Module 4:</b> Get Big or Go Home and Brand Building	Jay Allen and Lily Newman
6th January 2022	<b>Module 5:</b> Corporate Governance & Successful Communications	Peter Collins and Elizabeth
1st February 2022	<b>Module 6:</b> Power, Collaborative Leadership and Time Management	Lily
1st March 2022	<b>Module 7:</b> Agility and Creativity in the Workplace and Creating your Sales & Marketing Symphony	Lily and Mark Vigil
29th March 2022	<b>Module 8:</b> Recruiting, Retaining and Growing Great People	Lily
26th April 2022	<b>Module 9:</b> Your Leadership Journey – Pulling it all together	Lily & Elizabeth
10th May 2022	<b>Presentations/Graduation</b>	Lily and Elizabeth

### WHAT DO YOU NEED TO DO NOW?

Please complete the following registration sheet and email it to: Please complete the following registration sheet and email it to: Rachel@morganjamesconsulting.co.uk by 3rd September 2021 to qualify for the early bird discount. We will send you a contract, along with our terms and conditions and will discuss payment options with you. You can pay in full, in 2 lump sums (1st payment due by 31st July 2021 with the 2nd to be made by 31st November 2021 or in 10 monthly installments starting from 31st July 2021).

I have shared details of the delivery team in appendix 2. Every associate on the delivery team is handpicked and is renowned as an expert in the fields of growing high performing companies and leadership development.

If you have any queries about the enclosed information, please do not hesitate to contact me on 01606 536651 or 0776 4585030. I'm very much looking forward to hearing from you and, hopefully, working with members of your team.

*Lily Newman*

Managing Director

Morgan James Consulting

Tel: +44 (0)1606 883383

Mob: +44 (0)776 4585030

Web: [www.morganjamesconsulting.co.uk](http://www.morganjamesconsulting.co.uk)

# Strategic Leaders Programme Cohort 6

## REGISTRATION FORM

<b>DELEGATE 1 (full name)</b>	
Company and position held (if applicable)	
Contact details (email and mobile)	
<b>DELEGATE 2 (full name)</b>	
Company and position held (if applicable)	
Contact details (email and mobile)	
<b>DELEGATE 3 (full name)</b>	
Company and position held (if applicable)	
Contact details (email and mobile)	
<b>NAME OF SPONSOR IF APPLICABLE</b> (CEO, MD or company director):	
Contact details (email and mobile)	
<b>NAME AND ADDRESS FOR INVOICING</b>	
<b>COMPANY REGISTRATION NUMBER</b> (if a limited company)	

Please copy this form if you have more than 3 delegates attending from your organisation.

### DECLARATION

I would like to register the above named

Signed (name of delegate/sponsor/or company director):

Date:

Please complete and scan this form and return it to: [Rachel@morganjamesconsulting.co.uk](mailto:Rachel@morganjamesconsulting.co.uk)  
Please ensure that you return it by 3rd September 2021 if you wish to qualify for the early bird rate of £3595 + VAT (a discount of £600 from the full rate of £4195 + VAT)

# AN EXAMPLE OF A STRATEGIC LEADERS PROGRAMME

The programme incorporates a 90 minute one to one session with each of your delegates followed by 9 x highly interactive full day workshops to help each participant through the change curve from knowing what a leader does to becoming an effective strategic leader and creating a coherent team. There will be an 'application to the workplace' task set at the end of each workshop for each participant to complete between workshops, reporting on their successes and experience of applying the learning to the workplace at the subsequent session. The following gives you an example of the content delivered on a past cohort that we have run.

Module No	Concepts and Content	Outputs
<b>DELEGATE ONE TO ONES</b> (Delivered by Lily and Elizabeth)	A 90 minute session with each delegate to ascertain their level of capability, experience and to dig deeper into their essential skill and knowledge gaps. The completion of a Myers Briggs Feedback Session to help each delegate to increase awareness of their behavioural style and its impact on their leadership and communication competency. This knowledge will be used to help Morgan James Consulting to further populate the workshop modules	Increased understanding of leadership skills gaps and improving awareness of behavioural preferences & impact.
<b>Work Based Project 1a</b>	It's All About Behaviour: Review Your Behavioural Preference and consider: how do your behaviours affect those that you work with? Which behaviours do you need to work on to improve the quality of relationships? How can you leverage your preferences for the benefit of your business?	
<b>MODULE 1</b> <b>The Effective Leader &amp; Creating Your Roadmap</b> (Delivered by Lily and Elizabeth)	<p><b>Kick off, introduction to the programme, how it works, what's the content and 'team values'</b></p> <p><b>What makes an effective leader?</b> What's your experience – the good, the bad and the ugly! Duties of a Director – what's the gap? Understanding leadership – What do leaders do? What are my responsibilities?</p> <p><b>Understanding risk?</b> How to mitigate it. The perils of start-up businesses and viability of your business? What's your exit plan? What kind of business do you want?</p> <p><b>Developing or reinforcing a coherent set of mission, vision and values.</b> How will we live out the brand at my business and turn the mission, vision and values into positive action and effective process?</p> <p><b>Delivering the vision?</b> Planning for growth and creating a positive, identifiable brand and culture in the business. What do we want to be recognised for? What's our growth story? How will we bring our people with us? How will we use our values to attract clients? How will we work together to drive one vision and live up to the values?</p>	<p>Delegates to stress test their business idea and recognise the strengths and weaknesses of their leadership capability and their business idea.</p> <p>All to have a coherent roadmap (mission, vision and values) to drive the building of their businesses.</p>
<b>Work Based Project 1b</b>	<p><b>Choose one of the following two tasks:</b></p> <ol style="list-style-type: none"> <li>If you have already established a set of mission, vision and values, meet weekly with your team to evaluate how well they are: delivering on your value intentions and making strides towards the achievement of your vision. Consider what else you can do to embed the values into the business? What will you do and what will the impact of the action be? Report back at the next session.</li> <li>If you have just completed your first draft of your mission, vision and values statements, ask for feedback amongst trusted stakeholders and see how you can a. Improve them and b. Embed them as a set of values led operational principles.</li> </ol>	
<b>MODULE 2</b> <b>Leadership and Brand Building</b> (Delivered by Lily)	<p><b>The 4 Facets of Building a Brand:</b> Understanding your value proposition and how to deliver brand consistency. The value capture &amp; value creation cycle. The Business Model Canvas. Who are my targets?</p> <p><b>The Brand Values Pyramid and the 8 Pillars:</b> Understanding Strategic Priorities and setting clear and unambiguous goals</p> <p><b>The 3 Agendas of Leadership and Effective Leadership Behaviours:</b> How to engage with your clients, your team and your suppliers on all 3 leadership agendas: strategic; emotional and behavioural.</p> <p><b>It's all about communication:</b> Using 'value building behaviours' for greater clarity and improved performance. Understanding 'what is fair' and delivering a consistent performance</p>	All delegates to have a meaningful understanding of their brand, their strategic priorities and how to communicate the value proposition to the most appropriate markets.
<b>Work Based Project 2</b>	<p><b>Your Strategic Plan:</b> Take the time with your leadership team to set your Strategic Priorities with your team and then break them down into sequential, unambiguous strategic objectives. Make sure that you then transfer these to your calendars so that you have time to work on the delivery of them with regular review points along the way.</p> <p><b>Better Behaviours!:</b> Choose 2 of the value building behaviours that are a weakness for you. Commit to improving them over the coming month and make sure that you are accountable to someone who sees you regularly in a work based environment. Ask for feedback regularly.</p>	

## MODULE 3

### Corporate Governance and Successful Communication Part 1

(Delivered by Peter and Elizabeth)

#### Setting yourself up for success – the legalities of building a business (Governance, due diligence and legalities 1 - Peter)

**What's my leadership style and how to use influence to increase the performance of my team?** The importance of feedback.

**Successfully communicating feelings and attitudes with impact.** Ensure that your communication are believed.

**4Mat Sytem.** Structure your communications to match the information needs of others.

**Emotional intelligence** – the ability to understand and manage your emotions and the emotions of those around you.

- Self awareness
- Self regulation
- Motivation
- Empathy
- Social skills

**Perceptual positions.** How to understand and explore what it would take to improve and unlock a communication.

All delegates will develop an awareness of the importance of corporate governance and build the skills needed for successful interpersonal communications.

#### Work Based Project 3

**Action Plan.** Consider the results from the Emotional Intelligence questionnaire. Identify three actions you will take to strengthen your emotional intelligence. What specifically will you do to strengthen each?

## REVIEW PHONE CALLS

One to one discussions over 'what's working, what needs improving or changing' re: content of the course

## MODULE 4

### Making the Most of our Talents and Understanding Difference

(Delivered by Elizabeth)

#### Making the Most of our Talents and Understanding Difference:

Why do people do what they do, why can't they see that my way is better?! Trait Profiling for greater personal awareness. Understanding difference and 'flexing' your leadership style to help others.

**Team profiling using MBTI.** Explore:

- Team strengths
- Team blind spots
- Problem solving
- Communication styles
- Potential conflict

Increase the delegates ability to understand difference and have strategies to adjust and flex their approach for maximum impact

#### Work Based Project 4

Explore your individual team's traits to identify team 'make-up' and potential strengths and weaknesses regarding effectiveness.

## MODULE 5

### Power, Workforce Engagement & Overcoming Dysfunctional Teams

(Delivered by Lily or Nicola)

#### Power, Authority and Workforce Engagement Power

Who has it, when should you hand it to others? Creating a culture you want The Importance of Purpose, Narrative & Story Building an engaged, innovative and high performing team Managing Takers and Dealing with Conflict

#### The 5 Dysfunctions of a Team

Managing the 'takers' and dealing with conflict Recognising them, building trust, commitment, using conflict for good, ensuring accountability and developing a results driven team

Increased awareness of each delegate's current culture and what influences a company culture (for better or worse). Understanding the 5 dysfunctions of a team and how to overcome them.

#### Work Based Project 5

1. **Take time out with your teams to discuss and develop a 'culture charter' for your business** that is in line with your values. Agree what you have at present that you want to keep and what you don't want. Ask the team for ideas re: how to enhance and improve your culture.
2. **Consider 'how do we share stories** in our business that enhance and reinforce a positive culture?' What else could we do to improve this?
3. **Sit down with at least one other person from this course to discuss** a) How you have managed conflict in the past? b) What lessons you have learnt from it? c) What lessons you can apply to improve the way you manage conflict in the future.
4. **Complete your Work and Life Patterns Assessment** and consider your responses. What can you do to a) simplify your life b) Improve your effective time management?

## MODULE 6

### Agility and Creativity in the Workplace and Creating your Sales & Marketing Symphony

(Delivered by Mark)

**Big Thinking! "Funny Business"** What improvised comedy can teach us about creativity in business. Use creative thinking to break through your self imposed ways of behaving. Understand the importance of change to drive growth and performance in yourself and others.

**Writing a 'Sales Symphony'** Examining real-world examples of 'the marketing orchestra' in action combined with practical activities to create a sales symphony Create your melody – what sales and marketing messages will appeal to your customers? Choose your instruments – which sales and marketing channels are best for you?

**Bringing your sales symphony to life in the real world, in terms of actual marketing campaigns, sales approaches and sales conversations.**

#### Work Based Project 6

1. Ask yourself **how well do you know your customers:** Do you know them well enough? If not, what will you do to find out more about them?
2. Once you are confident you know what your customers want from a business like yours, **consider if your sales and marketing messages are in tune with these demands.**
3. **Reflect on your number one marketing objective:** your marketing objective should be working towards achieving the wider objective(s) of the business. Once defined, challenge yourself whether your current marketing activity needs to change to achieve this objective?

## MODULE 7

### Recruiting, Retaining and Performance Managing Great People

(Delivered by Lily and Matt)

**Your Organisational Chart** – when to recruit and how? Developing a values led recruitment process: From job conception to advertising through to interviewing and inducting

**The Importance of Talent Management: Have you a detailed induction?** Have your people got clear and unambiguous objectives? Do they have a Personal Development Plan? Do they have a clear career path? What's the appraisal process that helps people feel recognised and significant in the workplace and clearly identifies areas for improvement? Here we help you to address these issues and more!

**Leadership and Coaching:** Preparing to coach. Principles and practice of successful leadership with a coaching approach. Introduction to the key skills of coaching. Gaining agreement from others, managing performance and the importance.

Increasing the delegates' ability to plan and manage growth; ensuring that each has a detailed recruitment and retention strategy that attracts the right people; the principles of coaching – how to develop your people to improve performance.

#### Work Based Project 7

Set by Lily

**Your Induction and Talent Management Plan:** Before our next session, meet with your leadership team to create or edit your Induction Plan for your business. Consider, what else do you need to do to retain talent in your company? How committed are you to implementing a Talent Management Plan?

**Co-coaching Plan:** work with one of the other directors on the course over the next month and set coaching objectives and put together a co-coaching plan (i.e. what you want to work on to improve – using the GROW model and what do they want to work on over the coming month). Meet for at least a 40 minute coaching session 3 times between now and our next module to

## MODULE 8

### It's all about the Money, Employment Law and Gearing Up for Growth

(Delivered by Nik, Andrew and Lily)

**What's your financial position?** You can't get to where you want to go unless you know where you are now!

1. Reading a set of management accounts
2. How to improve the balance sheet and credit rating
3. Indicators of successful and lean times on the balance sheet
4. How to identify your key performance indicators (KPI's)
5. How to monitor your KPI's
6. Cashflow forecasting

**The Perils and Pitfalls of Employment Law – Everything You need to Know But Don't!** You can't get to where you want to go unless you know where you are now!

- Responsibilities of a director
- Equality Act
- Recruiting Harrassment
- Tribunals
- Protecting Your Business

#### Gearing Up for Growth

What will success look like in 12 months time?

What do you need to help you get there?

The Balanced Score Card NEDS – in what way are they helpful?

Are your people in the right seats for growth?

Each delegate to be able to understand the basics of cashflow management and forecasting.

Each delegate to understand the subtleties of selling with a shift in mindset to problem solving and developing a targeted sales strategy which leverages their value propositions.

#### Work Based Project

Set by Nik and Lily

**Take a look at your management accounts.** What are they telling you? Look at your growth intentions for the coming year. What do you need? What will it cost and where is your income coming from? Using the knowledge that you have gained from this module, put together a cashflow forecast for the remainder of your financial year.

**Employment Law:** What actions do you need to take as a result of today's session? How well are you covered a) as an individual b) as a business in terms of any claims that may be made against you?

## MODULE 9

### Your Leadership Journey and Pulling it all Together

(Delivered by Elizabeth and Lily)

**Your leadership journey:** How it shapes you and you shape it. Learning fro experience and effective reviewing Habit changing – becoming a life long learner

#### Final Session for the Programme – Pulling it all Together and Action Planning:

What have we learnt? What are our change commitments? How will we embed the learning and who are we accountable to? Time to share the key lessons you have learnt from the programme with the group and what you intend to do to ensure that you embed and share the learning.

Each delegate to complete a Business Growth Plan by the end of the programme, to help them to stay on track and align their people behind their growth intentions.

#### Programme Review and Effective Learning Presentations (8 weeks after programme completion)

**Final Project: Reflect back on the programme and prepare a 15 – 20 minute presentation which should include:**

- Critical learning points from the programme
- How it's impacted you as a leader and the brand that you are seeking to grow?
- How you will use what you've learnt to grow your business?
- How you will measure success in the next 1 – 3 years?

## OUR DELIVERY TEAM

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### LILY NEWMAN

MD of Morgan James Consulting

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Lily is passionate about people and loves to, “help them to tear up their life limiting scripts and overcome the blocks that stop them from achieving” An ex-BBC Journalist with a 1st Class Honours degree in Communications (majoring in psychology and corporate communication), she is an accomplished behavioural strategist, leadership coach, and communications consultant.

Lily has a compelling interest in personality profiling and the impact of behavioural preference on personal and team relationships. Her background in behavioural psychology and psychometrics enables her to help her clients to understand and utilise their strengths effectively and overcome their personal challenges. She has worked with some of the world’s top leaders, celebrities, and global businesses (including Anita Roddick, Ranulph Fiennes, Jo Brand, Clive Anderson, BMW, Novartis and Oracle). She has worked with over 3000 business leaders since the launch of Morgan James in 2001.

During her career she has challenged numerous leaders who initially thought that the reason their team or business was under-performing was because of the lack of skill or will amongst their staff. Her ability to probe, challenge and explore deep rooted issues has enabled her clients to: be liberated from their fears; build greater confidence; change career direction; overcome their leadership difficulties, and build engaged, high performing teams who are capable of delivering exceptional business growth.



### ELIZABETH SOEHRN

Senior Associate

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Elizabeth is an organisational development specialist, trainer and coach with over 30 years of experience helping organisations improve performance through the development of their people and processes. Elizabeth has experience as a business owner who has worked with SMEs and large organisations. Elizabeth is a highly enthusiastic and energetic individual who enjoys the challenge of strategically assisting clients to grow and develop. She has a strong passion for working with people to enable them to become high performers that deliver business results.

Having a keen interest in psychology and how conversational change can motivate and encourage people to grow, has led Elizabeth to explore and develop effective tools and frameworks to increase awareness, understanding and facilitate change. This passion has led her to become an NLP Trainer qualified in Belbin and MBTI psychometrics. She has designed and delivered a wide variety of bespoke consultancy and behavioural based training interventions within a range of industries, working with organisations who want to:

- Develop the skills, attitudes and capabilities of employees
- Benefit from developing high performing and interdependent teams
- Move through organizational transition or change
- Implement graduate, management and leadership development programmes
- Improve the utilisation of their performance management processes
- Facilitate individual, group and organisational alignment

To relax, Elizabeth likes to stretch more than her mind through yoga and enjoys singing in a local choir. She enjoys walking and is always up for a paddle in the sea.

## OUR DELIVERY TEAM



### DR ANN MULHANEY

Leadership Development and  
Organisational Change Specialist

Ann has a PhD in Organisational Transformation from Loughborough University and has a passion for supporting businesses and individuals to achieve their full potential. With 25 years' experience in business development, consultancy, executive coaching and leadership development, Ann has worked with hundreds of small and medium sized businesses across all sectors and many large corporates, blue chip companies and social enterprises.

Ann currently works in partnership with a number of organisations including Inventya, the Northern Automotive Alliance (NAA) and Manchester Metropolitan University (MMU). Projects include: Programme Scaleup Specialist supporting Change Management and Organisational Development guidance for Inventya; Programme Leader for the Made Smarter Leadership Programme and delivery of content sessions on the Small Business Management Programme for MMU and the delivery of coaching and action learning sets for the Peer Networking Programme on behalf of the Northern Automotive Alliance.

In recent years, Ann has worked with Bentley Motors and developed and delivered highly successful leadership programmes for both senior and middle managers for their global retailer network. When not working with businesses, Ann has three grown up children and four grandchildren to keep her busy. She has a passion for travel and likes to visit two of her daughters based in Australia and Dubai as often as she can.



### DAVE BARTHOLOMEW,

Process and Project Management Specialist

Dave is a project management and training consultant with 25 years' experience in project and programme management, training and personal development. Originally trained in IT systems and applications programming, with an MSc in Intelligent Systems, Dave refocused his career on management and providing business solutions, working with a variety of SMEs, FTSE 100 corporate clients, public sector bodies and international organisations.

A certified Project Management Professional (PMP) and Prince2 practitioner, with an additional post graduate qualification in education, he now works with organisations to identify opportunities to strengthen project management processes, develop individual PM skills and enhance delivery capabilities.

Dave's commitment is founded on two underlying beliefs: project management is an area in which organisations can add value faster than they can spend money but only if applied correctly with commitment and investment in processes and, most of all, people. To this end, he has also worked within higher and further education, developing and presenting courses at graduate and post-graduate level to better equip students with practical and relevant skills for the workplace.

## OUR DELIVERY TEAM

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### MARK VIGIL

Creative and Marketing Associate

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Graduating from Oxford with a degree in Philosophy, Politics and Economics, Mark Vigil has been a professional marketer for over 11 years working in both agency and client-side roles. In 2013, Mark decided to 'take the plunge' into self-employment as a freelance marketing consultant.

Mark completed the Goldman Sachs 10,000 Small Business programme between Jan-March 2016 – a place where he experienced Lily's compelling leadership and strategic growth masterclasses. The two hit it off immediately and Lily recognised Mark's exceptional talent in creativity, sales and marketing. In 2017, she invited him to join her team of associates and he has been delivering on Morgan James' Growth Springboard and Strategic Leaders Programmes ever since.

Mark has a fantastically innovative approach to business, made all the richer by his understanding of creativity and performance. He has performed improvised comedy everywhere from Leicester to Seoul! Mark is a member of two award nominated improvised comedy groups; The Same Faces and Rhymes Against Humanity and has trained with the world-famous comedy school The Second City. Mark is writer and performer of TED Talks, was nominated for Best Debut Show at the Leicester Comedy Festival and completed a successful Edinburgh Fringe run in 2018.

Mark is a regular contributor to online satirical show British Rationals and has written for BBC Radio 4 Extra's Newjack.



### JAY ALLEN:

Combat Veteran, Motivational Speaker, Business Leader

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*"An excellent presentation superbly delivered and highly engaging"* Mark Fuller – Chair, Academy of Chief Executives

*"Simply Brilliant"* Geoff Kershaw – Managing Director

*"The Challenge Factor"*, Global Conference Production

These are just a few of the most recent comments from National & International Speaker Bookers regarding our associate Jay Allen, A former soldier whom, after a medical discharge in 2003 has gone on to be a great success and a true entrepreneur in his post military career.

Since leaving the army, Jay has gone on set up and grow 4 of his own businesses, worked as a consultant with some of the most well-known names on the UK high street, sit on the national board for both a National Print Management Business and a Registered Charity and won both National and International Awards. In 2015 his published business book: 'Battlefield2Boardroom – 10 Proven Strategies to Combat Mediocrity'. He also won an International Publishers innovations award for its insight and impact on modern business practice and in January 2017 his latest book 'The Road to Utopia (and how to take a shortcut!)' was published.

Jay 'Fell into speaking' quite by chance, however over the past 5 years has spoken in 7 different countries to business audiences from all size and sector culminating in not just once but twice winning a Global Entrepreneur 'Big Impact to Business' Award for his keynotes. He loves supporting business owners to significantly and sustainably grow them and their businesses and we love having him on the Morgan James Consulting team.

## WHAT NEXT?

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If you'd like to join our next cohort, please complete page 5 of this document and forward it to Rachel@morganjamesconsulting.co.uk. If you'd like to apply for the Peter Collins Leadership bursary (we offer one free place in memory of our wonderful colleague and friend Peter whom we lost in January 2021) please click on the link below and submit your application.

For more information about Strategic Leaders or any of the following:

- Authentic Women Leaders Programme
- Step into Management Programme for new managers and those without formal training
- Growth Springboard
- Executive Coaching
- Accessing a bursary for Strategic Leaders through [The Peter Collins Leadership Fund](#), please contact: Lily Newman: (01606) 883383/0776 4585030 or email: [Lily@morganjamesconsulting.co.uk](mailto:Lily@morganjamesconsulting.co.uk)

Kindest

**Lily Newman**

Managing Director  
Morgan James Consulting

Tel: +44 (0)1606 883383

Mob: +44 (0)776 4585030

Web: [www.morganjamesconsulting.co.uk](http://www.morganjamesconsulting.co.uk)

We're very much looking forward to meeting you and working with you to reveal your true leadership ability!

