



Growing The Business – Learn The Vitals of Growth Leadership

Core Details

12.00pm — 2.30pm
City of London

 2.5 CPD Hours

To Book

Call
+44 (0)204 551 8568
(Please choose option 2)

Email
info@thezishi.com

Online
thezishi.com

Your Consultant **Colum Smith**

Colum Smith is a specialist in client acquisition and retention. He has a unique set of skills built from a career that has included Professional Services, business start-ups, and partnership in a Government business growth consortium. He is currently providing growth mentoring and coaching for a Financial Services FTSE 250 company. He sees many synergies between success in sport and with business boards, client facing teams, where he draws upon psychology learned in his earlier Sports Science background to help transfer skills and evidence success.

Colum works with individuals, groups and teams to plan and manage Growth through building and maintaining excellent client relationships. Recently described by one client as “giving road to Damascus moments”, he shares, tools, behaviours and experiences that challenge, support and action Growth.

The choice in business is binary: Fail or Thrive.

Platform technologies, costs, fee transparency, open banking, challenger businesses, information availability, are all factors that are providing prospective and existing clients with more information and choice than ever before.

This workshop looks at how growing a client base, to maximize client outcomes is vital to all in professional service businesses during an age of open accessibility to information.

This workshop demonstrates the essential skills, tools and techniques that bring about successful client acquisition. It provides answers to;

- How do I get buy-in to growth?
- How do I identify stretch targets that drive the right behaviours?
- How do I inspire others to drive the growth agenda?

The session allows delegates to consider changes, challenges and opportunities in today's business environment in an environment where change is constant “What is normal when there are tectonic shifts” (Mark Carney, Mansion House June 2018)?

Benefits

By attending this session delegates have the opportunity to recognise today's business reality, with reference to Mark Carney at the Mansion House 2018 and Klaus Schwab, Founder and Exec Chairman of the World Economic Forum.

There is the opportunity to understand “the power of purpose” looking to an investment management business managing \$3.56 Trillion of client assets and a 2008 start up service sector business that in 2018 was acquired by IKEA. Delegates benefit from recognising what success looks like and identifying the behaviours that are required to achieve success.

Delegates will produce a single page business development action plan.

W: thezishi.com | T: +44 (0)204 551 8568 | E: info@thezishi.com | Bromley (Head Office), Imperial House, 21-25 North Street, Bromley, Kent BR1 1SD

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Cost

£375 / person + VAT £450

A discount of 10% per person is available when booking for 2 or more delegates on the same course in a single booking.

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In-house Course?

This course works well as an in-house event, contact us to discuss your needs on 0204 551 8568 or email info@thezishi.com



ZISHI Cornerstone



The CPD Standards Office
CPD PROVIDER: 21020
2016 - 2018
www.cpdstandards.com



Agenda

Session	Learning Outcomes
Recognising reality	<ul style="list-style-type: none"> Knowing your environment
Consider this - (Sector change, Business change, Changes required)	<ul style="list-style-type: none"> Look at today's business conditions Confront the brutal facts What do you need to do
Recognising change and understanding your purpose	<ul style="list-style-type: none"> Understand your 'why' Having a purpose gives you and colleagues a reason to deliver the 'How' (you grow your business)
Identify success	<ul style="list-style-type: none"> If we are to perform at our highest we need to find ways of incorporating planning, action, measuring and feedback into our schedules Know what success looks like
Identify success	<ul style="list-style-type: none"> What you do = who you are Drive the right business development behaviours in yourself will impact others
Identify success	<ul style="list-style-type: none"> What to look for
Identify success	<ul style="list-style-type: none"> What's in your PDCA business development cycle Measure and managing activities
Identify success	<ul style="list-style-type: none"> Getting out of your comfort zone Have a plan, share the plan, communicate The importance of sharing success and failure and the lessons to be learned and shared