

## CEO Strategic Leadership to Build Value

### Benefits to Founders, CEOs and Investor Directors

Founders and CEOs with increased self awareness, who are able to lead themselves and their team well, take a more strategic approach and build; a values led culture for growth

Founders and CEOs who understand the investor’s perspective, the benefit of a strong board and the role of the CEO at different stages of growth.

### Overview

These workshops are specifically designed for invested companies to develop their leadership capabilities and understanding, develop a growth mindset and engage with others to set their companies up to build value, for a successful exit and achieve entrepreneurial wealth. They focus on establishing an understanding of themselves as leaders and the impact they have on their business, the benefits to growth of establishing a clear vision early, along with core values, a high performing culture, strong board and good investor relations to ensure a focus on building value. Moving on in the second series to focus on building high performance teams, identifying, developing and coaching potential, leading change and innovation and effective dialogue for impactful conversations and powerful feedback.

These will support founding teams to understand the perspective and role of investors and the board in these aspects of business growth and how to effectively engage and gain value from their investors and board. A number of Investor and Non-Executive Directors will be invited to attend each of the series of workshops to support the investor and board perspective and development

The workshops are designed to be informative, engaging, and action orientated, taking a coaching approach, encouraging peer learning, sharing of experiences and the development of trust and understanding, within each cohort which can continue as a strong peer network post programme. Participants will be encouraged to build a development plan for the series, ideally with input from their board and team, with between 2 and 3 personal and business objectives. To support this they will be encouraged to decide key action points to deploy within their own business, at the end of each workshop to ensure the learning is put into practice in their business.

### *Series 1 Developing Yourself to Lead Well with a Strategic Focus on Building Value*

#### For Founders, CEOs, Founding Teams with participation from Investor Directors

<p><b>Workshop 1</b> <b>Setting up your Leadership Journey for Success</b> <b>Leading Vision, Values and Culture</b> <b>Objectives</b></p> <ul style="list-style-type: none"> <li>• Getting to know and understand yourself and your values as a leader</li> <li>• Identifying your key strengths and who you need to surround yourself with</li> <li>• Developing strategic leadership skills and business confidence</li> <li>• Understanding and engaging with your investors</li> </ul>	<p><b>Workshop 2</b> <b>Leading Yourself Well</b> <b>Objectives</b></p> <ul style="list-style-type: none"> <li>• Understanding the Challenges to being a leader and how to overcome these.</li> <li>• Defining your key purpose and area of focus</li> <li>• Effectively prioritising and leading yourself</li> <li>• Effective delegation</li> <li>• Developing your future role for growth</li> </ul> <p><b>Date 3<sup>rd</sup> October 2017 9am – 1pm</b></p>
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- Building an effective board
  - Balancing entrepreneurial strengths and ability with leadership skills and abilities
  - How to articulate and bring your Vision and Values to Life
  - Understanding a high performance values based culture
- Date 11<sup>th</sup> September 2017 9.30am – 5pm**  
**Link to book series available now**  
<https://www.eventbrite.co.uk/e/ceo-strategic-leadership-to-build-value-tickets-34826733698>

- Workshop 3**  
**Engaging with Others Well**  
**Objectives**
- Recognising and developing potential
  - Good feedback and difficult conversations
  - Developing listening , questioning and coaching skills
  - Embracing constructive challenge in the boardroom
  - Embedding your values and culture
- Date 31<sup>st</sup> October 2017 9.00am – 1pm**

**In addition to the workshops this programme will include 1 hour 1-2-1 coaching sessions between each workshop to support embedding the learning into practice back in the business**

***Series 2 - Developing Talent and Teams to Build Value Strategically***  
**For Founders, CEOs, Founding Teams with participation from Investor Directors**

- Workshop 1**  
**Building and developing high performance teams**  
**Objectives**
- Defining the high performing team
  - Understanding the stages of team development and leadership styles through these stages
  - Assessing where your team is now and where you want to go
  - Understanding functional v dysfunctional teams
  - How to develop trust and secure commitment
  - Understanding how to effectively communicate
  - Embracing conflict within a high performing team
  - Developing and sustaining accountability
  - Development of effective action plans to be deployed in the business

**Date –12<sup>th</sup> December 2017 9.30am – 5pm**  
<https://www.eventbrite.co.uk/e/ceo-strategic-leadership-developing-talent-and-teams-tickets-35807935499>

- Workshop 2**  
**Effective Coaching, Communication and Development**  
**Objectives**
- Developing Coaching skills
  - Developing influencing skills
  - Developing effective dialogue for impactful conversations and great feedback
  - Developing Leaders throughout the business
  - Development of effective action plans to be deployed in the business

**Date 9<sup>th</sup> January 2018 9am – 1pm**

- Workshop 3**  
**Leading Change and innovation**  
**Objectives**
- The leader as a change agent
  - Understanding the journey of change
  - Innovative and creative problem solving
  - Anticipating and identifying barriers to change
  - Development of effective action plans to be deployed in the business

**Date 30th January 2018 9am – 1pm**

**In addition to the workshops this programme will include 1 hour 1-2-1 coaching sessions between each workshop to support embedding the learning into practice back in the business.**

**Workshop Locations:** Central Edinburgh

**Workshop Timings** 9am – 1pm

**Cost Series LINC Invested Companies:** £450 +VAT per delegate for the full series. One full day and two half day workshops.

**Cost Series Non LINC Invested Companies 1:** £650 +VAT per delegate for the full series. One full day and two half day workshops.

**Bookings:** To book please click on the eventbrite links next to the series workshops you would like to book. If the event has already reached capacity please add your details to the waiting list as this will allow us where possible to increase the number or add an additional workshop

## Facilitator and Coach

### Kirsty Bathgate

Kirsty is the founder of Gearing for Growth, a strategic business consultancy supporting growing businesses to develop strong leadership; values led cultures, high performance teams and effective boards. An experienced SME MD, having built, led and exited a leading short break tourism business, with over 20 years experience in growing businesses, leading and coaching both, individuals and teams. An accredited executive coach with a strong commercial focus, who is passionate about supporting founders and leaders to achieve their potential and that of their business and team. Having worked with over 80 businesses across a wide range of sectors she is an Association for Coaching accredited executive coach, an accredited user of DISC psychometric profiling an experienced user of 360 degree tool and also holds a Certificate in Coaching from the University of Strathclyde, an International Coaching Federation Accredited Coaching Practice Certificate and a Chartered Institute of Marketing Postgraduate Diploma. Kirsty also actively participates in ongoing CPD and mentors for the Princes Trust Youth Business Scotland, E-Spark, is a trustee for Cyrenians and a module Leader for MSC in Entrepreneurial Leadership at Edinburgh Napier University.



### Further Information or Questions

Email or call Kirsty Bathgate on [kirsty@gearingforgrowth.com](mailto:kirsty@gearingforgrowth.com) 07425 629816

### Testimonials from previous CEO Leadership Development Programme

“I found the course, exceptional. As a self-starter, it’s often a lonely isolated place to be and the management style you bring into your business is often a mirror of how I cut my teeth many years ago. I found the course brought me into a new way of thinking and a way that investors in my business and at board level will easily understand. I think it made me feel that I’m armed and equipped to lead a modern vibrant business with new younger people, where before I could find myself almost making it up at points and banging heads with people through frustration.”

“These 2 days have had a dramatic effect on my business leadership approach. I can now develop my leadership style against best practice, where it’s been a bit of suck it and see over the years. one word sums it up...Fantastic”

“The sessions with Kirsty have been really useful. After each session I have come away with action points to implement, I’ve thought about new things, or I’ve thought about challenges in a new light that has allowed me to solve the problem. Kirsty is great at equipping you with the tools you need to fix your own problems and come to solutions by yourself. I can already see the benefits in my business of working with Kirsty.”

I’ve found the programme to be extremely valuable for encouraging me to analyse the role that I’m in and most of all, to take practical steps to improve its effectiveness. All delivered at a pace that kept me engaged and multiple layers of content to think about between sessions. Discussing with the cohort generated lots of insights and was very enjoyable too.

As for the coaching – this was genuinely revelatory! Kirsty’s questioning led me to find solutions where I thought none were possible – a very effective technique and of huge practical help to me.

### Terms and Conditions of Booking

Payment is required at the time of booking

No refunds can be given for cancellations you can however join one workshop in a following cohort if dates clash.

Minimum numbers per workshop will be required for workshops to go ahead, in the case of a workshop being cancelled due to insufficient numbers you will have the choice of transferring to an alternative date or a full refund.