

## About our Presenters / Session Leaders

### Janet Cormack

Corporation Secretary of Cornwall College since 2001, which included from 2001 to 2003 the role of project manager of the Good Practice in Governance project, for further education colleges in Devon and Cornwall. Prior experience has been as diverse as social work, voluntary sector posts, school governor, and managing the Under Eights Service in Cornwall County Council.

### Cathy Johns

With 18 years in Strategic and Operational Human Resources and Training & Development, Management and Customer Service, working in the past for Acterna UK Ltd, Toshiba consumer products, Boots the Chemist, Plymouth Hospitals, Lloyds Bank NZA and Permanent Trustee Co.

### Jackie Bagnall

Programme Manager, Leadership South West, with a background centred on skills development and organisational growth and improvement. Jackie was formerly an Operations Director for a national Training Company and has experience in managing large skills development programmes.

### Louise Trevatt

Working as a Lecturer in the Centre for Entrepreneurial Management at the University of Derby, she is currently delivering innovative programmes on Executive Development and Programme Leader Coaching, as well as assisting in the running of a successful engineering business. Her background includes extensive experience in Training and Development and Performance Management, both in the public and private sectors.

### Paul Bonnett

Paul has been in business for 33 years, working extensively in the hotel and leisure sector for major PLCs and private companies at a senior level. He currently runs his own consulting practice and works in a number of different businesses all within the SME sector, providing practical solutions to issues relating to finance, management and human resources.

### Jim Seligman

Head of Programmes for the Chartered Institute of Marketing and Institute of Professional Sales at CBS. James has held senior roles in Blue Chip multinationals. These include Group Marketing Director Beecham, CEO Europe and VP International The Timberland Co, Worldwide President Speedo International, Marketing Services Manager The Coca-Cola Company, Operations Director Pepsi Co. James's particular areas of expertise are marketing, intellectual property, business management, finance, start-ups, incubation, and turnarounds.



**CORNWALL**  
BUSINESS SCHOOL

Cornwall Business School  
Trevenson Lane, Pool, Redruth, Cornwall TR15 3RD  
Web: [www.cbs.ac.uk](http://www.cbs.ac.uk)  
Email: [cbs@cornwall.ac.uk](mailto:cbs@cornwall.ac.uk)  
Tel: 01209 616162  
Fax: 01209 616247

## Format

The morning sessions will begin at 08.00hrs for 8.30hrs and finish by 13.00hrs A light breakfast and breaks will be catered for. All speakers will be happy to address any particular issue you wish to raise. Sessions will be held at Cornwall Business School, either in the Penhaligon Building Room P22, or the lecture theatre Opie Building.

## Fees

Each individual session costs, for IoD members, £150 and £160 for non members. Fees include all programme material.

## Substitutes

Substitutes are quite acceptable. Companies may book places for the full programme and nominate different delegates for each session.

## Refunds and cancellations

If you book but are subsequently unable to attend or send a substitute, notification must be received within 7 days of the date of the session in order to qualify for a 75% refund.

## For further information contact:

Cornwall Business School  
Trevenson Lane,  
Pool, Redruth,  
TR15 3RD  
Tel: 01209 616162  
Fax: 01209 616247

IoD South West  
IoD Hub, Castlemead,  
Lower Castle Street,  
Bristol, BS1 3AG  
Tel: 0117 917 5801  
Fax: 0117 9175809

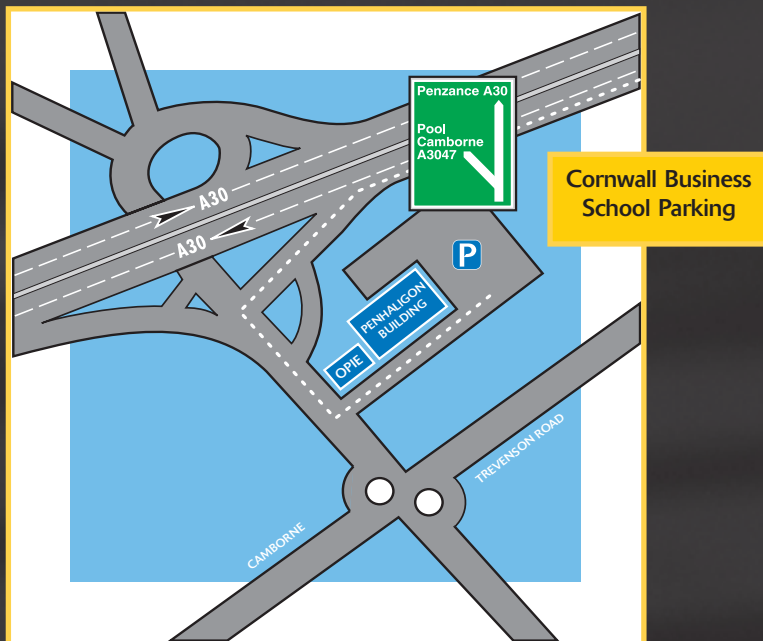
Leadership South West  
Xfi Building, University  
Of Exeter, Renne Drive,  
Exeter, EX4 4ST  
Tel: 01392 262578  
Fax: 01392 262462

Bookings include session proceedings, delegate's pack, speaker notes, light breakfast and refreshments.

Confirmation – You will be sent written confirmation, directions and registration instructions. If you have not received this seven days before the first workshop, please contact the organisers on 01209 616161.

Cancellations – We regret no cancellations are accepted, but a substitute can be nominated. Cornwall Business School reserves the right to make changes to the programme, location and / or session leaders without prior notice.

## How to find us





### **IoD Directors' Development Programme**

A series of six half-day training workshops for directors and senior managers to:

- Introduce new concepts
- Challenge existing thinking
- Deliver practical business tools and techniques

Built around the IoD Directors' Development Programme and facilitated by business trainers experienced in:

- Leadership
- Governance
- Strategy



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## **DIRECTORS' TOOLKIT**

**Maximising your potential**

In association with Leadership South West at the University of Exeter



## Directors' ToolKit

### **An Introduction to the IoD Directors' Development Programme**

Practical, relevant and professional, these half-day workshops from the IoD are your opportunity to sample the leading IoD Director training programme which prepares business leaders for the challenges and responsibilities of board directorship. Each workshop focuses on the essential elements of business success – leadership, strategy and governance.

Highlighting key development areas for directors and senior managers – particularly of SME companies – the aims of the ToolKit workshops are to build on your existing managerial skills, to encourage you to challenge your own thinking and to awaken the leader within.

With delegate numbers limited to no more than 25 for each session, the ToolKit workshops will provide a forum in which to share challenges with your business peers, learn through a process of common discovery, and gain exposure to others' thoughts and experiences.

Organising the programme in small groups allows participants to explore situations relating directly to their own organisation. While recognising issues of confidentiality, participants have the opportunity to solve problems and share best practice within a supported environment.

Tutors have been selected from Cornwall Business School and externally for their ability to apply theory in a practical business setting, bringing case studies and examples to demonstrate key messages. We feel it is essential that the materials used are directly applicable to real life business scenarios; with this in mind there is flexibility within the programme to allow expansion of key topics.

By encouraging Cornwall Business Leaders to take time out to reflect on current practice and identify future direction, we believe that the ideas put before our delegates will bring about this process. This will lead to effective change and improvement in personal and business performance.

IoD South West ToolKit Workshops at Cornwall Business School have been designed especially to bring new ideas and practical solutions to directors and senior managers throughout Cornwall. The programme is designed and delivered in conjunction with Leadership South West at the University of Exeter (holders of the IoD Director Development franchise for the region).



## Programme

### 1 - Governance ToolKit

1st March 2005      08:30-13:00      Pool, Camborne  
 6th September 2005      08:30-13:00      Pool, Camborne

- The role of directors, managers and shareholders
- The role of the board and good practice in its organisation and operation
- The board's corporate governance role
- Legal duties and liabilities of individual directors and the board

PRESENTER / SESSION LEADER:  
 JANET CORMACK - CORPORATION SECRETARY OF  
 CORNWALL COLLEGE

### 2 - Human Resources ToolKit

26th April 2005      08:30-13:00      Pool, Camborne  
 27th September 2005      08:30-13:00      Pool, Camborne

- A strategy for business success
- Recruitment and retention
- Performance management
- Developing employee potential

PRESENTER / SESSION LEADER:  
 CATHY JOHNS - CMJ ASSOCIATES

### 3 - Leadership ToolKit

17th May 2005      08:30-13:00      Pool, Camborne  
 18th October 2005      08:30-13:00      Pool, Camborne

- Building leadership
- Defining vision, meaning and purpose
- Exploring values and culture
- Developing strategy

PRESENTER / SESSION LEADER:  
 JACKIE BAGNALL - LEADERSHIP SOUTH WEST /  
 UNIVERSITY OF EXETER

### 4 - Sales and Marketing ToolKit

7th June 2005      08:30-13:00      Pool, Camborne  
 8th November 2005      08:30-13:00      Pool, Camborne

- Sales strategy
- Branding
- Market research
- Products and positioning

PRESENTER / SESSION LEADER:  
 JIM SELIGMAN - HEAD OF PROGRAMMES (CIM/IPS)  
 CORNWALL BUSINESS SCHOOL

### 5 - Financial Performance ToolKit

28th June 2005      08:30-13:00      Pool, Camborne  
 29th November 2005      08:30-13:00      Pool, Camborne

- Business budgeting
- Using performance indicators
- Tracking business performance
- Managing costs and maximising profits

PRESENTER / SESSION LEADER:  
 PAUL BONNETT - PSB MANAGEMENT SERVICES

### 6 - Developing a Winning Team ToolKit

19th July 2005      08:30-13:00      Pool, Camborne  
 20th December 2005      08:30-13:00      Pool, Camborne

- Transforming performance through people
- 'Seek first to understand and then to be understood'
- Tailor your message to the receiver
- Negotiating and influencing skills
- Motivating others

PRESENTER / SESSION LEADER:  
 LOUISE TREVATT - LECTURER, THE CENTRE FOR  
 ENTREPRENEURIAL MANAGEMENT,  
 UNIVERSITY OF DERBY

# Booking Form

To reserve places, please complete this form (or a photocopy, if you wish to keep a record of the programme) and return to: Emma Harris, Cornwall Business School, Trevenson Lane, Pool, Redruth, Cornwall, TR15 3RD, or go online to book at [www.cbs.ac.uk](http://www.cbs.ac.uk)

Phone: 01209 616162

Fax: 01209 616247

Please fill in the delegate(s) name(s) in the box provided and tick the session(s) they will be attending

Price for Individual Session Booked	Delegate 1 Name	Delegate 2 Name	Delegate 3 Name	Delegate 4 Name	
Session 1	£150 IoD Member <input type="checkbox"/>	£160 Non Member <input type="checkbox"/>	1st Half 2005 <input type="checkbox"/>	2nd Half 2005 <input type="checkbox"/>	£ <input type="text"/>
Session 2	£150 IoD Member <input type="checkbox"/>	£160 Non Member <input type="checkbox"/>	1st Half 2005 <input type="checkbox"/>	2nd Half 2005 <input type="checkbox"/>	£ <input type="text"/>
Session 3	£150 IoD Member <input type="checkbox"/>	£160 NonMember <input type="checkbox"/>	1st Half 2005 <input type="checkbox"/>	2nd Half 2005 <input type="checkbox"/>	£ <input type="text"/>
Session 4	£150 IoD Member <input type="checkbox"/>	£160 Non Member <input type="checkbox"/>	1st Half 2005 <input type="checkbox"/>	2nd Half 2005 <input type="checkbox"/>	£ <input type="text"/>
Session 5	£150 IoD Member <input type="checkbox"/>	£160 Non Member <input type="checkbox"/>	1st Half 2005 <input type="checkbox"/>	2nd Half 2005 <input type="checkbox"/>	£ <input type="text"/>
Session 6	£150 IoD Member <input type="checkbox"/>	£160 Non Member <input type="checkbox"/>	1st Half 2005 <input type="checkbox"/>	2nd Half 2005 <input type="checkbox"/>	£ <input type="text"/>
<b>Total</b>					<input type="text"/>

Please enclose a cheque, payable to Cornwall Business School, or pay by credit card:

Visa / Master Card / Switch

Number:

Issue No (Switch):

Valid From:  Expiry Date:

Name on Card:

Delegates Name(s)	Position	Company
<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>

IoD Membership Number (Where Applicable)

Company Address

Company Name

Telephone No

Fax No

E-mail

Authorised Signature



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