



fit for the future

HELPING COMPANIES FACE THE FUTURE WITH CONFIDENCE

'Fit for the Future' Business Event

*In today's tough business climate...
...the best advice for management teams is to
spend a day AWAY from the business.*

We understand that giving up a day at the office for strategic planning is a big ask, however we believe that it could be one of your most profitable and successful days ever. It is said that each £1 spent in the boardroom is worth £100 on the shop floor. The price of the programme is £264, but for a limited time only this has been significantly reduced to £99, for 2 people per organisation.*

At the Fit for the Future business event, expert consultants will help you answer four fundamental business questions:

- **Direction**
Where is my business going and how will I make the time to ensure it gets there?
- **Cash**
How do I improve financial security?
- **Customers**
How do I keep attracting the right customers?
- **People**
How do I gain the most from each and every valuable employee?

Secure your place early for 2010 to avoid disappointment...

*Thursday, 28th January
Tuesday, 23rd February
Thursday, 25th March*

... Textile Centre, Huddersfield
Rebecca Mackenzie, 0800 052 0111
rebeccamackenzie@textile-training.com

*Additional delegates charged @ £75 each.

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Leading learning and skills



Outline Programme for the Day

8.45am **Registration and Refreshments**

9.15 am **Introduction**

9.30am **Overview**

What concerns do businesses have?
What is the current economic climate in the region?
What should you focus on today?

10.30am **Workshops 1 & 2 (*Select one*)**

Workshop 1: Direction

Where is my business going and how will I make the time to ensure it gets there?

Workshop 2: Cash

How do I improve financial security?

12.30pm **Lunch and Networking**

1.30pm **Workshops 3 & 4 (*Select one*)**

Workshop 3: Customers

How do I keep attracting the right customers?

Workshop 4: People

How do I gain the most from each and every valuable employee?

3.30pm **Plenary Session**

4pm **Close**

If you would like to cover the issues in a bespoke in-house programme, we can deliver this either within company or as a residential stay, depending on your particular requirements. Contact us now on 0800 052 0111 for further details.

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Workshop Details

Workshop 1: Direction

Where is my business going and how will I make the time to ensure it gets there?

This workshop will help you to define the future direction in which your business is heading and help you develop a plan to spend your time on the right activities to achieve this end result.

Topics covered will include:

- Analysing the opportunities and threats facing your business in the current climate
- Clarifying the direction for the future
- Balancing your stretching targets with a sense of realism
- Reviewing your personal effectiveness
- Practical tips to ensure that you spend time where it's most needed

Workshop 2: Cash

How do I improve financial security?

Each business needs cash to survive - you can live for a time without sales or profits but you can't make it without cash. Insufficient cash means that you can't pay your employees or your suppliers, and you need more cash as your business grows. This workshop will help you to maximise your cash position - your greatest asset in surviving this recession.

Topics covered will include:

- The role of cash within business finance
- Key sources of financial information
- The cash to cash cycle
- The discipline of cash flow management
- Analysing cash flow forecasts
- Options for improving your cash position

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Workshop 3: Customers

How do I keep attracting the right customers?

One of the greatest challenges for businesses everywhere is the need to maintain the flow of good customers. When time, effort and cash are precious resources, it can be difficult to find enough of any to market your services effectively. This workshop will help you to focus on the customers you want and where you might find them.

Topics covered will include:

- The characteristics of a good customer
- Factors that prevent companies from attracting customers
- Understanding your competition
- Describing your offer
- Marketing strategies that work for your business

Workshop 4: People

How do I gain the most from each and every valuable employee?

This workshop will provide you with practical ideas to ensure that you are able to gain the most from each and every valuable employee, whether you employ just one person or many more.

Topics covered will include:

- How employee engagement links to business performance – the evidence
- Meeting the four basic needs of all employees
- Cost effective ideas to keep the team motivated
- What to share, how best to do it and the need for reassurance
- Sustaining practical employee development

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