

# Leadership and Management Workshops

Because a company is only  
as strong as its leader

## THE TWO PROFESSORS

**12pm, Monday 29<sup>th</sup> January, 2007. NEWI, Wrexham Wales**

As part of the Skills People Success initiative, we have been chosen by the Welsh Assembly Government to work with SME managers in the development of skills to create world class businesses. Come and join us for the launch of the next wave of Leadership & Management workshops – The Leading Edge, featuring The Two Professors (Biogs below).

### Schedule

12pm	Lunch and Registration
13:00	Professor Dylan Jones Evans Growing your Business – Lessons from the Wales Fast Growth 50
14:00	Questions and Answers
14:30	Professor Tom Cannon Growing your Business –The Global Perspective
15:00	Questions and Answers
15:15	Coffee
15:30	Individual Consultation and Workshops at request



### Professor Dylan Jones-Evans

Dylan is director of the National Entrepreneurship Observatory for Wales and visiting professor of entrepreneurship at the Turku School of Economics in Finland. At 29, he was appointed as the youngest professor of business and management in Europe, holding the chair of entrepreneurship and small business management at the University of Glamorgan. He has subsequently held academic chairs at the University of Wales Bangor and NEWI in Wrexham, and is currently Deputy Director of the world class Centre for

Advanced Studies at Cardiff University. He serves as Vice President for the UK for the European Council of Small Business as well as being a member of the board of ESBA – the European group of small firm representative bodies such as the Federation of Small Businesses.

Widely recognized as one of the leading economic analysts in Wales, he is a regular commentator within the media with columns in both the Western Mail and the Daily Post. He has published over one hundred academic articles within refereed journals, academic books and international conferences, and is the author of the best-selling textbook 'Enterprise and Small Business', published by the Financial Times. He is Chairman of Outlook Expeditions Ltd, a Snowdonia-based fast growing business and works with a number of other small growing firms in Wales through his role as director of the Wales Fast Growth Fifty - the annual barometer of entrepreneurial development within Welsh SMEs. In addition, he sits on the Executive Committee for the Institute of Directors in Wales and the Board of Encounter – the British-Irish policy think-tank. He has previously served as Chairman of Community Enterprise Wales, the chair of the North Wales branch of the Institute of Welsh Affairs and was a member of the board of Finance Wales for five years.



### **Professor Tom Cannon**

Tom is a former Director of Manchester Business School and has pioneered work on enterprise development. While head of Stirling University Business School he formed the Scottish Enterprise Foundation and created the first Chair in Entrepreneurship in the UK. More recently he was Chief Executive of the Government's Management and Enterprise National Training Organisation - responsible for key aspects of SME development.

His enviable research record resulting in over 100 published papers and books is matched by extensive experience in policy work and consulting for major international companies, central and local government, Regional Development Agencies and NGOs. He has extensive policy experience ranging from national projects such as the New Vision for Business study initiated by the Prime Minister of the UK and the current Merseyside Entrepreneurship Commission.

He contributes to all areas of the media. This includes his books, *The Ultimate Book of Business Breakthroughs* published by Capstone, *Welcome to the Revolution* for Pitman Publishing, the best selling Guinness Book of Business Records, *How To Get Ahead in Business* for Virgin Publishing and twenty other books, besides almost a hundred academic (17 in category A journals) and professional papers. He has written regularly as a columnist in *The Guardian*, broadcasts on TV and radio besides writing for fifteen national and international newspapers and magazines.

Tom's areas of interest and expertise also include leadership, especially during times of dynamic change, social entrepreneurship and the emergence of the ideopolis. He is an acknowledged expert on football finance.

**The full day including lunch is just £50 + VAT**  
PLACES ARE LIMITED SO PLEASE BOOK QUICKLY TO AVOID  
DISAPPOINTMENT

To book or request further details please contact  
Aimee Best on 0151 7080875 or email [aimee@ideopolis.info](mailto:aimee@ideopolis.info)

#### **Future Sessions as follow:**

- The Competitive Edge
- Driving Change through People
- Maximising Returns & Profits
- Building Business for the Long Term

The workshops are run on a bi-weekly basis, and whilst delegates are welcome to attend one session it is recommended to complete the full action learning programme for the best results for you and your business. Delivered by experienced and successful managers who understand and can run with issues raised at the workshops, they are designed to deliver an immediate payback to your business. Workshops are practitioner-orientated focusing on best practice and transferring ideas back into your workplace. All courses are written to national management standards.

**The course is 70% subsidised by The Welsh Assembly Government and costs £69 + VAT per session.**

