

Business Reply Plus  
Licence Number  
RLYR-KGHC-LAGR



Ideopolis International Ltd  
68 Rodney Street  
Liverpool  
L1 9AF

## WHO SHOULD ATTEND

- Directors and Senior Managers
- Entrepreneurs
- Anyone determined to develop their management and leadership skills.

## PROGRAMME OUTLINE

- Four 4-day programmes, running from April or September, at central locations in Mid & North Wales
  - ⇒ Programme 1: beginning 10/05/06
  - ⇒ Programme 2: beginning 05/09/07
  - ⇒ Programme 3: beginning 11/05/06
  - ⇒ Programme 4: beginning 07/09/06
- PLUS Masterclasses on Equality & Diversity, Customer Care, Marketing and Tourism Management
- Inc. course materials, lunch and follow-up support

## FEE

- You pay **£69\*** per workshop and **£276\*** for a full 4-day programme
- The total cost of each workshop is £230 (full programme £920) but subsidy and support from ELWA and The Welsh Assembly Government allows us to offer the reduced price above
- \*VAT on the total cost is payable by your organisation
- Cheques are payable to: Ideopolis International Ltd.

Noddir gan  
Lywodraeth Cynulliad Cymru  
Sponsored by  
Welsh Assembly Government



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To find out more, phone or go online now

0845 60 661 60 [www.SkillsPeople.Success.com](http://www.SkillsPeople.Success.com)

0845 60 661 60 [www.SgiliauPoblLlwyddiant.com.com](http://www.SgiliauPoblLlwyddiant.com.com)

Skills • People • Success

Leadership & Management  
Workshops

Because a company is only  
as strong as its leader

**THE LEADERSHIP EDGE**  
**Mid & North Wales**  
**from May 2006**

This is your opportunity to:

- Nourish and develop vision for your business
- Draw from a melting pot of ideas & experience
- Inspire and motivate your people
- Turn opportunities into profits
- Build marketing strength
- Clarify policy and strategy

Don't miss out

Sgiliau • Pobl • Llwyddiant

Gweithdai Arweinyddiaeth a  
Datblygu Rheolwyr

Gan fod cwmni ond mor  
gryf â'i arweinydd



a company is only as strong as its leader

## LET WORLD CLASS EXPERTS WORK WITH YOU

**Professor Tom Cannon** is a former Director of Manchester Business School and pioneered work on enterprise development and leadership.

**Professor Dylan Jones-Evans** specialises in the development small firms, enterprise education for SMEs, growth entrepreneurial businesses. He is the author of the best-selling book 'Enterprise and Small Business', published by the Financial Times.

**Fiona Trappe** is Senior Partner in Business Development Wales (bd-w), providing business development and strategic marketing consultancy to private and social organisations in Wales.

**Charles Blair** is skilled in: Team/project leadership; Market analysis; Product development and marketing; Promoting the growth of art/craft and design-led small enterprises.

**Paul Connellan** is a Sloan Fellow at the London Business School. His speciality is Marketing Customer service, identifying gaps between customer expectation and service delivery. He was Customer Services Director for Manchester Airport when it was voted Best Airport in the World.

**Judy Cotter**'s work on equality and diversity especially Positive Action Training has won a series of national awards including the Department of Education and Skills National Training Awards.

FOR FULL BIOGS PLEASE SEE OUR WEBSITE

## Action Learning Programmes tailored to the needs of your business:

- Skills gap analysis and benchmarking to asses business needs
- Training needs analysis
- Flexible and responsive open learning approach with on line support
- Accreditation possible & training is to NSO standard units

## Workshops:

All 12pm-6pm

		1. The Competitive Edge	2. Driving Change Through People	3. Maximising Returns & Profits	4. Building Business for the Long Term
North	1	10/05/06	24/05/06	07/06/06	21/06/06
Wales	2	05/09/06	19/09/06	10/10/06	31/10/06
Mid	3	11/05/06	25/05/06	08/06/06	22/06/06
Wales	4	07/09/06	21/09/06	12/10/06	26/10/06

Please contact us for details of our brand new Masterclasses



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Please reserve \_\_\_\_\_ places for me on

## THE LEADERSHIP EDGE

- 1) A full 4-day programme, beginning \_\_\_\_\_
- 2) An individual workshop on \_\_\_\_\_
- 3) A Masterclass on \_\_\_\_\_

NAME \_\_\_\_\_

POSITION \_\_\_\_\_

COMPANY \_\_\_\_\_

ADDRESS \_\_\_\_\_

POSTCODE \_\_\_\_\_

TELEPHONE \_\_\_\_\_

EMAIL \_\_\_\_\_

I would like to learn more about this programme or any of the courses mentioned, please telephone me

I cannot attend this course, but am interested in details of future programmes