



Director Development Accelerator Programme

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🌐 www.mypd.co.uk

Dear Delegate,

I am delighted to welcome you to your MyPD training course.

At MyPD, we are passionate about supporting your professional growth. Our courses are carefully designed to be engaging, practical, and relevant, ensuring that you leave equipped with valuable knowledge and skills that you can immediately apply in your role.

Throughout the course, you will have the opportunity to share experiences, collaborate with others, and explore new ideas in a supportive and stimulating environment. Our trainers are dedicated to creating an interactive and enjoyable learning experience, and we encourage you to make the most of your time with us by asking questions, participating fully, and embracing new perspectives.

Whether you are here to build upon existing strengths, tackle new challenges, or simply refresh your skills, we are here to support you every step of the way.

Thank you for choosing MyPD for your professional development.

I wish you every success on your learning journey.

Kind regards,
Reuben Carr
Training Manager



Location



Pioneer House,
7 Rushmills,
Northampton NN4 7YB

Training Times

The training will run from 10:00am – 4:30pm each day

- Session 1 – 2nd July (Trainer: Andrew Archer)
- Session 2 – 3rd July (Trainer: Andrew Archer)
- Session 3 – 7th July (Trainer: Andrew Archer)
- Session 4 – 8th July (Trainer: Zahoor Bargir)
- Session 5 – 16th July (Trainer: Emma Ellse)

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Director Development Accelerator Programme

Duration: Full Day

Overview

This intensive Director's Excellence Programme focuses on five key topics essential to high-performing Directors. Beginning with 'Being a Director: Responsibilities, Governance and the Board', the course explores the Director's role, legal frameworks, boardroom dynamics and risk management. Day Two, 'Strategy: Director and Results' focuses on the key stages of strategic thinking and strategy development. Day three outlines the key financial concepts and analysis Directors should be aware of, whilst day four examines the components of effective marketing strategies. The final day, 'Mastering the Skillset of Successful Managers and Leaders' practically explores how to influence, motivate and drive high-performing teams.

Learning Outcomes

- Understand the Responsibilities of Directors and the Board
- Analyse the Company Act 2006 and other Legal Frameworks
- Design and Implement Strategy
- Master Tools for Monitoring, Evaluating and Re-Thinking Strategy
- Engage with Key Financial Concepts, Terminology and Analysis
- Interpret Financial Statements and Assess Financial Performance
- Be able to Develop a Marketing Strategy and Measure its Success
- Identify Your Leadership Style and Understand Different Management Approaches
- Explore Emotional Intelligence in the Workplace
- Analyse Good Practices for Coaching and Mentoring Schemes

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Agenda

Day 1 (2 July)	Being a Director: Responsibilities, Governance and Board <i>Trainer: Andrew Archer</i> • Introducing the Roles of the Board and Directors • Legal Frameworks – Obligations, Liabilities, and the Company Act 2006 • Corporate Governance and Boardroom Dynamics • Risk Management as a Director
Day 2 (3 July)	Strategy: Direction and Results <i>Trainer: Andrew Archer</i> • Overview - What Being Strategic means in Practice • Getting the Design and Implementation of Strategy Right • Monitoring, Evaluating and Re-thinking Strategy • Workshop: Being Strategic in Your Organisational Context • Leading Strategic Change
Day 3 (7 July)	Mastering the Skillset of Successful Managers and Leaders <i>Trainer: Andrew Archer</i> • Inspiring Others: Identifying Your Leadership Style • Motivating People: Managerial Models and Approaches • Coach and Mentoring – the Fundamentals • Emotional Intelligence and Self-Awareness
Day 4 (8 July)	Finance for Non-Finance Directors <i>Trainer: Zahoor Bargir</i> • Overview – Financial Concepts, Terms and Accounting • Interpreting Financial Reports and Statements • Measuring Performance and Making Strategic Financial Decisions • Financial Risk Management and Governance
Day 5 (16 July)	Strategy Behind High-Impact Marketing <i>Trainer: Emma Ellse</i> • Developing a Marketing Strategy • Market Research and Target Audience • Digital Marketing and Brand Management • Knowing How to Measure Success

Trainer Profile: Andrew Archer



Andrew is an International Learning Consultant, with extensive experience of working in the UK Civil Service and with governments, other public sector bodies and companies around the world.

As a consultant, Andrew has spent the last seven years working with government and non-government organisations in the UK and overseas, delivering open and bespoke development programmes and consultancy advice. In the UK Andrew has worked with several UK government departments on projects including a change programme to align strategy, policies, structure and job roles and year-long talent development programmes.

Overseas Andrew has worked on programmes for national and subnational government organisations in South Africa, Angola, Sierra Leone, Mauritius, Malaysia and Egypt. The latter involved consultancy support to help Egypt achieve better policy alignment across ministries representing different parts of the energy sector and the development of a coherent national energy policy. Andrew has also been a guest lecturer on policy development at the Baltic Defence College in Estonia.

Andrew's 30-year career started with work on UK regional policy and he was part of a team that devised and rolled out a new grant support scheme, inclusive of the associated legislation. He then moved to a role in international trade, with responsibility for trade promotion and policy advice relating to Saudi Arabia, Oman and Yemen. Andrew then moved into the private sector to work for The Engineering Council, the UK body that regulates the engineering profession, to help them develop policies and initiatives to support and promote the development of the engineering profession in the UK. Andrew then returned to the Civil Service to work in an internal consultancy role, as a senior team leader then Deputy Director. In this role he worked on projects across Whitehall supporting organisational development, strategic change programmes and talent development. He was also involved in running strategic management and leadership programmes at all levels up to and including CMI Level 7. During this time Andrew also worked, over a period of several years, on a 'Twinning Programme' to help the Romanian government build capacity and policies to ready the country for accession to the European Union.

Andrew's final Civil Service role, before leaving to work in the private sector, saw him working on another capacity building project, this time with the IT and digital profession in both the Ministry of Justice and more widely across Whitehall.

Andrew's areas of expertise, in addition to policy, include strategy, organisational change, public administration, leadership decision making and talent development. Andrew is a Fellow of the Chartered Institute of Personnel and Development (CIPD), a Member of the British Computer Society (BCS) and a Member of the Chartered Management Institute, on behalf of which he acts as a mentor.

Trainer Profile: Emma Ellse



Emma works with business owners, leaders, and execs to help them build and grow a business that they are all excited to work in. I provide support by being a sounding board through challenging times and by helping leaders to create a strategic direction and plan for the sustained development of their businesses. I utilise mentoring, coaching, and training to support senior team members in becoming inspiring managers and leaders and execs in building their confidence and reaching their full potential in their careers.

Emma has a 25-year career in senior marketing positions cross-sector in both B2B and B2C companies, with experience in both the planning and execution of cross-channel marketing and branding, management and leadership. I am qualified in strategic marketing planning and digital marketing as well as higher education teaching and use this experience and qualifications to bespoke the support I deliver for my clients. I have experience of running several start-up businesses and for the past 5 years running a coaching, mentoring and training business.

Emma is a member of the Association of Business Mentors and hold the following recognition of professionalism awards. FIDM (Fellow of the Institute of Data and Marketing), FCIM (Fellow of The Chartered Institute of Marketing) and also FHEA (Fellow of the Advanced HE). When I am not working with businesses directly I work PT as a Senior Lecturer in the Business school at The University of Lincoln.

Trainer Profile: Zahoor Bargir



Zahoor is a personable and versatile finance trainer who is experienced in delivering training that is interactive, effective and fun. A qualified accountant by profession, he has worked as a consultant and manager in numerous sectors before specialising as a trainer.

He has worked at companies like PwC, Diageo and UNICEF, as well as start-ups and other SMEs. Experience of working in different industries has made it easier for him to tailor his training to people working in a variety of sectors.

Having worked with such an array of companies, Zahoor has developed a knack for communicating complex techniques into their core component parts. He is, therefore, passionate about helping others see the simplicity in the numbers and what they mean.

Clients

Clients Zahoor has worked with both private sector (ABN AMRO, Capita plc, Wincor Nixdorf, Clydesdale Bank and Fujitsu) and public sector organisations (Transport for London, Channel Four, HM Prisons, Companies House, numerous county councils, The Treasury and the Civil Service).

Zahoor has also undertaken a number of consultancy assignments in finance and commerce, where he designed and delivered specific internal training programmes for BT, Fujitsu, Capita and numerous County Councils.

Training Style

Drawing on his experience in industry enables him to contextualise the training material, whilst encouraging delegates to share their own thoughts and experiences. Zahoor takes a very pragmatic approach to training. Whatever your professional background and whether you are comfortable with numbers or not, Zahoor's courses explore the process of finance which makes it easier for people to grasp the concept.



Chartered Management Institute Qualification



About CMI:

The Chartered Management Institute (CMI) is the UK-based professional body for management and leadership, dedicated to promoting high standards in management and leadership excellence. CMI offers a wide range of qualifications and support to enhance individual and organizational performance.

Benefits of CMI Qualifications:

- **Professional Recognition:** CMI qualifications are respected by employers globally, enhancing career prospects and earning potential.
- **Practical Learning:** Courses are designed in collaboration with industry experts, ensuring relevance to current business challenges.
- **Networking Opportunities:** Access to CMI's extensive network of managers and leaders for knowledge sharing and professional development.

Membership:

- **Professional Development:** CMI membership offers access to resources, events, and webinars to support continuous professional development.
- **Career Support:** Exclusive job opportunities, mentoring, and career advice from industry leaders.
- **Thought Leadership:** Stay updated with the latest management trends through CMI's publications and research.

How CMI Supports Your Career:

By choosing CMI qualifications, individuals invest in their professional growth and gain access to a supportive community of managers and leaders committed to excellence in management practice.

CMI equips managers and leaders with the skills, knowledge, and recognition needed to drive success in today's dynamic business environment. Whether you are starting your management journey or aiming for senior leadership roles, CMI provides the framework and support to achieve your career goals.

For more information, visit [CMI's official website](https://www.cmi.co.uk).

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Your Needs, Your Training. Tailored Solutions for Every Client.

At PDG, we understand that every organisation has unique needs, that's why we offer tailored in-house training solutions to help your team develop the skills and expertise they need to thrive. Our in-house courses are designed to align with your organisation's specific goals, ensuring that your employees gain the knowledge they need in a way that is both relevant and impactful.

Our Process

Consultation

We begin with a comprehensive consultation to understand your audience, review existing challenges, and identify specific problem areas and desired learning outcomes.

Development

Our team develops a tailored training solution, leveraging subject matter expertise to create a proposal that aligns with your organisational objectives.

Proposal

We provide a detailed proposal that outlines the scope, costs, and terms, ensuring transparency and clarity for your decision-making process.

Pre-Delivery Meeting

We conduct a pre-delivery meeting with the trainer or subject matter expert allowing for necessary adjustments to ensure the training meets your expectations.

Delivery

The training is delivered by our qualified facilitators, focusing on engagement and interaction to enhance participant learning and retention.

Evaluation

We carry out a thorough evaluation to assess the effectiveness of the programme and gather feedback, ensuring alignment with your training goals and identifying opportunities for future enhancements.



BOOK A MEETING

to discuss bespoke courses
for your team

Woody Maxey-Graham

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THANK YOU FOR CHOOSING
MYPD FOR YOUR
PROFESSIONAL DEVELOPMENT
WE HOPE TO SEE YOU AGAIN SOON



IN PARTNERSHIP WITH



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