

Scottish Conference 2009



Getting Ready for the Green Shoots

Sponsored by University of St. Andrews



Saturday 28 November 2009

The Gateway

University of St. Andrews





Getting Ready for the Green Shoots

Whether you're a manager or leader in a blue chip organisation, SME or self employed and you're feeling the effect of the recession, this conference is for you!

At this unique one-day conference you'll receive invaluable advice from top political, business and academic leaders on how to get through these difficult economic times.

Plus you'll have the chance to participate in two interactive workshops of your choice and learn more about preparing your business to grow when the green shoots of recovery arrive.

Why attend?

You'll take away a wealth of ideas, strategies and business insights from keynote speakers including John Park, MSP, Tony McCandless, Dell, Matt Somers, Author, Peter McKiernan, University of St. Andrews and have the opportunity to network with other business leaders.

Plus you'll have the chance to take part in the Q&A session hosted by award-winning journalist, author and BBC Radio Scotland presenter, Lesley Riddoch.

Register now at www.managers.org.uk/scotconf

Just **£75** for members
£95 for non-members



The speakers

The Political Perspective



John Park, MSP

John Park is the Labour Shadow Minister for Economy and Skills in the Scottish Parliament

John was formerly a trade union official working for Unite (formerly Amicus and the Amalgamated Engineering and Electrical Union) and the Scottish TUC.

He started working in Rosyth Dockyard in 1989 as an electrical apprentice and became active in the Dockyard's influential trade unions during the Trident refitting campaign in the early 1990s. After becoming a shop steward he was elected the Dockyard's youngest ever full time trade union convenor in 1998.

John was appointed the Labour Party's Skills spokesperson following the election of Wendy Alexander as leader in September 2007 and quickly established a campaign to increase the number of apprentices in Scotland.

He is currently taking a bill through Parliament, which would give a right to an apprenticeship for all suitable qualified 16-18 year olds. After only 16 months in Parliament he was appointed in September 2008 to Iain Gray's Shadow Cabinet as the Shadow Minister for Economy and Skills.

The Academic Perspective



Peter McKiernan

Dean of School of Management
University of St Andrews

Peter McKiernan is Professor of Management and Dean at the top-rated Management School at the University of St Andrews.

Peter is an active researcher in cutting edge analysis of changing political, economic and social trends and their implications for how businesses can formulate and implement strategy.

Peter has extensive corporate experience having acted as strategy coach and trainer for Aegon UK, AT&T, BT, BP, Bertelsmann-Random House, Corus, Deloitte-Touche, Ford of Europe, GEC, IBM, Marks & Spencer, Nynas, Philips and Reed Elsevier as well as a host of SMEs. His global business experience coupled with his academic research has won Peter critical acclaim as an inspiring keynote speaker at international conferences.

Peter has published many books on strategic management, including Strategic Leadership, which have been widely used in MBA programmes. He is perhaps best known for his work on organisational turnaround and scenario thinking, where he has directed scenario projects for national governments, multi-national corporations, universities, country regions, cities and voluntary sector agencies.

The Business Perspective



Tony McCandless
Business Transformation
Lead
Dell

Tony has extensive experience working for corporates, IT consultancies and systems integrators as well as managing professional services delivery.

He's currently running global change programmes that focus on bottom line measurable contribution. In this financial year alone he will deliver circa \$100m in savings for one of the world's largest IT companies.

His goal is to use his experience to help build businesses and enable people in Scotland punch well above their weight on the global business platform. Outside office hours, he enjoys spending time with his wife who runs her own consultancy business.

Q&A Panel Leader



Lesley Riddoch
Journalist
Broadcaster
& Chief Executive
Feisty Productions

A woman with a big personality and emphatic presence, Lesley Riddoch is a BBC broadcaster, writer and commentator who has two Sony Speech Broadcaster Awards to her name.

She has her own weekly news and debate radio programme on BBC Scotland and runs her own independent radio and podcast company – Feisty Ltd. Lesley also writes regular columns for the Scotsman and the Guardian and was Assistant Editor at the Scotsman from 1994 – 1996.

A member of Equimar, one of Europe's largest tidal and wave energy research projects, and Chair of the Rum Task force – overseeing a transfer of control on the Hebridean Island from Scottish Natural Heritage to the community. She was a founding member of the Isle of Eigg Heritage Trust that led to the successful community buyout there in 1997.

Coaching for recovery



Matt Somers
Author of *Coaching at Work*

Matt Somers is a coaching practitioner of many years' experience. In 1999 he founded Peak – now Coaching Skills Training – and has worked with a host of UK and European clients.

Matt has found that coaching is the most effective way of developing sustainable high performance and has developed coaching interventions for Toyota Europe, Citigroup and the City of Edinburgh Council.

Matt is a regular speaker and the author of many articles on coaching. His book *Coaching at Work* was published in 2006 and its follow up, *Coaching: Instant Manager* in 2008.

Matt holds a MSc in Human Resource Development, is a Fellow of the Chartered Institute of Personnel & Development and an active member of the Association for Coaching.

The workshops



The Language of Leadership

Jason Rudgley MBA,
Partner - PitchBlue
Solutions

The number one barrier to effective business performance is poor communication. Whether dealing with customers or colleagues, effective communication has never been so important.

The aim of this workshop is to equip leaders and managers with a range of simple and highly effective verbal and non-verbal communication tools to help increase bottom line profitability.



Three Strategies and Seven Lessons to Ensure Your Success

Dr Richard Norris MBA,
Head of Global Development -
Lifestyle Architectures

Need a new, dynamic and evolutionary approach to grow your business and your life?

If the answer is yes, then this workshop is for you.

We'll be covering some simple and effective strategies to help you cultivate the green shoots of growth. You'll have the opportunity to explore the power of "corn" strategies and discover how these can lead to the renewal of your career, business and life. Plus you'll find out how to create a framework for ongoing success, whilst developing a new sense of purpose, passion and perspective for what lies ahead.

Commerce Comes Alive:
A Business Awareness
Simulation

Keith Wilson
Founder – Pearl Onion Training

Businesses generally make significant investment in improving managers' "people skills" but often overlook improving commercial knowledge. That's why we've developed this fun workshop that aims to increase managers' commercial understanding.

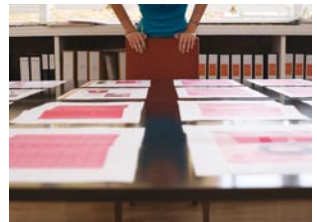
In this workshop we'll simulate a realistic, commercial business scenario where you will be making all the decisions about manufacturing, costing, selling and recruitment. Every decision will be documented in a financial report and those that are found to make the most profit will be announced as the winners!

Managing People in
Creative organisations:
enabling creative practice

Nic Beech
Professor of Management –
University of St Andrews

As companies prepare for the 'green shoots' it might be worth considering the approach of creative organisations. We will start by comparing traditional management and management practices in creative settings.

Following this, we will look at the case of Celtic Connections, the leading international Celtic music festival. This has grown very quickly over the last decade and is now acknowledged as making highly significant artistic and economic contributions. We will discuss four areas of practice: preparation for performance; practising performance; creating value; and performing.



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One-day conference

Saturday 28 November 2009
University of St. Andrews
The Gateway
St Andrews
Fife
KY16 9SS

Fee

Member: **£75**

Non-Member: **£95**

Group booking offer – book 3 places and get 4th place free!

Three easy ways to register

1. Online

www.managers.org.uk/scotconf

2. Phone

Call 01536 207330

3. Email

event.administration@managers.org.uk

Pre-conference dinner and accommodation

Details of the Friday evening pre-conference dinner and a range of accommodation options available at St. Andrews will be forwarded to all who book.

University of St. Andrews

St Andrews is Scotland's first university and the third oldest in the English speaking world, founded in 1413. Over six centuries it has established a reputation as one of Europe's leading and most distinctive centres for teaching and research.

Fee payment and cancellation terms and conditions are available on our website