

Business Masterclass Series

2020 has been a challenging year. At BHP Consulting our team of experienced business leaders have been working hard with clients to help them through the initial crisis.

BHP Consulting's mission is to energise SMEs, the backbone of the northern economy, and help them get to the next level. Our two-hour Masterclasses are designed not only provide practical, relevant advice and tips, but the opportunity to ask questions to a subject matter expert who has also successfully run and grown their own business.

Launching in September and running across a number of dates throughout the year, our series of Masterclasses will cover a range of critical areas including strategy, leadership, employee engagement, sales, marketing and operational efficiency in the new world.

All Masterclasses will run 12.00pm – 2.00pm.
To check available dates, please contact jemma.houseman@bhp.co.uk



MASTERCLASS 1

Where next for your business?

with Mark Roberts



In the post Covid-19 world, the future of your business may not look like you had previously planned for, and businesses that fail to adapt are likely to pay the price. This Masterclass covers key elements such as;

- Assessing what the new normal means for your customer base and the long term resilience of your business
- The importance of being agile and able to pivot your products and markets
- Re-booting your growth strategy
- Accessing funding streams

Mark is an experienced Board Advisor providing clients with valuable strategic insight across a multitude of areas including strategic / corporate planning and delivery; succession management; the delivery of profitable growth; the development of management teams and the creation of additional, measurable shareholder value.

During his corporate career his experience included managing a UK business division of a large multi-national company; MD of a family owned multi-site distribution business and running a private equity backed business.

MASTERCLASS 2

How to be the Leader your company needs in uncertain times

With Rachel Hannan



Responding to the initial stage of the Coronavirus pandemic has thrown a set of fundamental and unique challenges at business leaders. But it is perhaps the next phase, as we come through the initial crisis, that will represent the biggest challenge yet. With no playbook for leaders to refer to for such an unprecedented times, this Masterclass looks at;

- What your teams and the business really need from you now, and how to provide it
- Where to focus your attention and energy and how to maintain effectiveness
- Managing and safeguarding yourself to engender two-way leadership confidence

Rachel has successfully founded, grown & exited her own £multi-million businesses, before becoming an Angel Investor, Board Advisor and Non-Executive Director supporting many other businesses to grow.

She works with a range of BHP clients around strategy and growth and has a particular specialism in leadership, developing effective management teams and employee engagement. She also runs BHP's Business Leadership programmes.

MASTERCLASS 3

Are your business operations ready for the new normal?

With Paul Blackman



Meeting or exceeding your customer's expectations is still the cornerstone of any business. In this Masterclass we will focus on:

- Is your operational activity delivering the customer value proposition?
- How can you create real added value to your business?
- How can you deliver these improvements across your business?

Paul is a highly experienced business leader in the UK and Europe. He has been at the head of organisations consisting of various nationalities and operational types. This has given him the 'real life' experience and understanding of how to get to the core of an issue and solve it effectively, whilst also uniting the management team in the process.

As a consultant he has a hands-on style and his wealth of experience means he works within many sectors, but specialises in Manufacturing, Retail improvement, Logistics and Service Operations

MASTERCLASS 4

The digital imperative – why you need to embrace online marketing now more than ever, and how to do it

With Helen Oldham



With traditional sales and marketing channels likely to be impacted by social distancing measures for some time, businesses will need to increase focus on their digital activity to reach new customers. In this Masterclass we look at some of the ingredients to help you do this, including;

- Telling a powerful brand story
- Creating clarity around your ideal customer
- Focusing on the most powerful marketing channels and building customer engagement
- Being a savvy social marketer
- Managing your internal / external marketing resource effectively

As MD of The Yorkshire Post, The Scotsman and national newspaper the i, Helen achieved industry leading performances and led high profile turnarounds. On the Johnston Press Management Board she led Group Marketing.

Now a Founding Board Director of NorthInvest, NED, and Chair for Smart Works Leeds, Helen has a track record of creating innovation led change, and building high performing teams.

MASTERCLASS 5

Building team confidence and engagement in the 'new normal'

With Rachel Hannan



As we get beyond the immediate crisis, ensuring our teams are 'back on track' and not just 'back at work' is a key next step. This Masterclass looks at why looking after our people's well-being beyond lockdown is a key driver for business recovery and productivity, and how to do it. It will cover;

- How we can incorporate learning from lockdown into the new business as usual
- Key actions managers can take to promote employee engagement
- Reducing stress, building confidence and supporting morale in your teams

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MASTERCLASS 6

Maximising sales through remote working teams

With Mark Roberts



Visiting customers may continue to be challenging for some time, so developing an effective 'virtual' sales team for most businesses will need new approaches. In this Masterclass we will look at:

- How to support your sales team to ensure they remain effective even when they cannot visit customers
- How to get the right balance between responding to customer demands and growing your business
- How to build an effective customer contact strategy

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BHP Business Masterclass Series

Prices

Each Masterclass can be booked for:

£200*  **£500***  **£950***
per delegate for 3 Masterclasses for 6 Masterclasses

To learn more, check dates and to book your place, please contact jemma.houseman@bhp.co.uk

*Standard VAT rate applies to all prices.

Or to learn about what else we do please contact:

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