

INSPIRING GROWTH



ITHAKA
LEADERSHIP DEVELOPMENT

THROUGH
LEADERSHIP

THE CHALLENGE

ETHOS

This describes the unique values, beliefs and character of an organisation.

It's all about creating the right culture and leadership behaviours for people to perform to their true potential.

VISION

This should be what drives your organisation and be the foundation on which future growth and prosperity is built.

It should not be a glib marketing slogan, it must state why you exist and what you stand for. It must incorporate your values and the things you truly believe in.

Above all it should be simple, easy to understand and memorable.

STRATEGY

This is simply the way you achieve your Vision. And simpler is always better because the easier a strategy is to understand, the more likely you are to achieve it.

ACTION

This is what delivers results and it requires the right skills and processes.

This includes all aspects of managing a business including human resources, operations, marketing, sales and business development.

The key to driving growth is a robust sales methodology and process to build deep and meaningful business relationships.



Any organisation is only as good as its people. And that's why the leaders create the right environment for people to achieve their true potential.

This sounds easy but it's hard to achieve because it covers so many different areas. Personality, culture and leadership styles all define working relationships.

And when you use right strategies and processes to manage the business, you get the best performance.

This does require a different approach though. Rather than just running training programmes or isolated initiatives, you must look at the organisation as a whole.

By taking a holistic view you can identify where the priority areas are and then focus attention there.



That's why we developed The Ithaka Leadership Development Model.



It's based on decades of experience and it defines best practice processes and strategies to get the very best out of your people.

We use it to assess your needs and help you decide on priorities. Then we design and deliver the right coaching to help you achieve your management and leadership development goals.

This could be a focussed intervention with coaching to address a specific area, or it could be a programme covering marketing, sales, management development and organisational leadership. We also create customised development programmes where required.

All our programmes are work-based and they can also be accredited towards a university qualification. This consistently delivers a superior return on investment, because it reinforces learning, builds loyalty and morale through a sense of achievement. It also dramatically boosts performance.

PROGRAMMES



These are work-based and designed to solve specific challenges. They use different elements of the Ithaka Leadership Model which are configured to address a specific area. They can also be accredited by Coventry University and counted towards an academic qualification.

Leading a Business Through Growth

Designed to create the right environment and develop the strategies to enable people to perform at their true potential.

[Learn about the programme](#)

Drive Sales Growth

Based on the Holistic Sale Model to incorporate best practice processes and strategies to simplify and sustain strong sales growth.

[Learn about the programme](#)

Management Development Programme

An introduction to developing basic management and leadership skills.

[Learn about the programme](#)

Ithaka Leaders Forum

A training and coaching group where peers meet four times a year to share ideas and advice in a secure, confidential setting.

[Learn about Leaders Forum](#)

BENEFITS

Leadership development is not just about developing leaders, it's also about creating the right ethos and strategies. This is important because it has a direct impact on performance, which in turn drives growth. This has three key benefits;

1. Develop talent

The right ethos attracts talented people and this is obviously important because any organisation is only as good as the people it employs.

Training also develops people's skills and capabilities which helps them and the organisation to grow.

2. Create performance culture

Clear and respected leadership means that people feel motivated and empowered to do their best work.

There is a culture of achievement and 'doing great work' which drives continual improvements in performance.

3. Organisational agility

Strong leadership and development helps organisations respond positively and effectively to change. Because people feel their contribution is valued, they are more likely to contribute ideas and embrace change.



COMMENTS

Team building exceeded my expectations ...

(Kitty Dean (Business Change Director) AXA Personal Lines)

Helped us deliver key sales and influenced the growth of the business ...

(Chris Foulston (Managing Director) One Bright Space Ltd)

Leaders Forum has made a real difference to the competitiveness of our business ...

(Dr Bob Pocock (CEO) MEL Research Ltd)

The most talented marketing professional I have ever worked with ...

(Nick Close (Managing Director) EPI International Ltd)

Helped transform my HR team ...

(David Knott (HR Director) West Midlands Probation Service)

Savvy sales capabilities with impressive and highly creative marketing expertise ...

(John Fedden (CEO) Sales Factory Ltd)

Provided first class support in helping me transform my business ...

(David Hurley (Managing Director) Anglia Business Solutions)

Really helped us to get the best out of our people and organisation ...

(Geoff Gower (Managing Director) Genesis Diagnostics Ltd)

Experts in helping people get the most out of their career ...

(Steve Cross (Managing Director) ATMS Plc)

Insights Personality Profiling helped us work better as a team ...

(Keith Barham Worcester and Hereford Youth Offending Service)

They are a real asset to any organisation facing the need to change and improve"

(Andrew McConnochie Action for Children)

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