



Survive and thrive in a recession

Invitation to attend a one-day hands-on workshop for leaders of small and medium sized businesses

willismorrisTM

A ONE-DAY, HANDS-ON FACILITATED WORKSHOP ON STRATEGIES AND PRACTICAL TIPS FOR SURVIVING AND THRIVING IN A RECESSION

Participants will discuss five fundamentals of surviving and thriving in a recession:

- Knowing and tracking your key goals and performance
- Developing and managing your people
- Effectively managing working capital
- Maintaining and growing your profitable and satisfied customers
- Managing your cost base.

ABOUT THE SEMINAR

Managing a small to medium sized business is a challenge at the best of times. During an economic recession, the stresses and pressures on business leaders multiplies as they grapple with shrinking markets, pressures to reduce costs, retaining and motivating their workforce, and servicing finance costs.

This seminar outlines some practical ideas and issues that business leaders should consider when planning for—not only short term survival in the economic downturn—but longer term sustainability and success.

Participants will be encouraged to engage in active, facilitated discussion on key issues and themes, followed up by practical exercises and assessment of issues and opportunities for their own business. Presentations on topics are interspersed with opportunities for self-reflection and assessment. All participants will be encouraged to compile, throughout the day, a specific action plan of practical and value-adding activities they can take back to their business.

WHO SHOULD ATTEND

This expert-led workshop is aimed at leaders and managers of medium sized businesses, together with small business owners who:

- Are concerned or stressed about their business's ability to survive the current economic downturn and who may have personal investments at stake

willismorris™

- Are confused about strategies to grow their business, and how to take advantage of the economic upturn before it arrives
- Are frustrated about their business's performance
- Feel consumed by their business and are reactive to events rather than proactive and having the feeling of "being in control"
- Are overtaken by running their business and dealing with issues, and not focusing time and effort into serving customers or delivering goods and services.

PRESENTER'S BIOGRAPHY

The course will be facilitated by Shaun Critten, a director of our performance advisory group. Shaun specializes in business change, strategy and change management and his previous clients have included AXA, Reuters, BT, BMW, O2, Barclays, ABN Amro, Telstra, Amcor, P&O, Texas Utilities and MCI Worldcom. Shaun has a unique background in helping small, medium and large corporates understand and successfully implement strategic plans across finance, IT, human resources, customer experience, risk and compliance. Shaun has over 15 years experience with global consulting group PricewaterhouseCoopers. Shaun is a member of the Institute of Chartered Accountants in England & Wales and is a regular presenter at the Association of Chartered Certified Accountants.

SEMINAR DATES AND LOCATIONS - SUMMER 2009

21 July 2009	Plymouth
28 July 2009	Taunton
4 August 2009	Bristol
11 August 2009	Reading
18 August 2009	Woking
25 August 2009	Basingstoke

COST

Cost of attending the course is £320 per person plus VAT. This includes all materials, lunch and other refreshments throughout the day.

BOOKING CONDITIONS AND INFORMATION

Places may be reserved by either completing the enrolment form at www.willismorris.co.uk/events or by emailing events@willismorris.co.uk attaching an approved purchase order.

Events are held at purpose-built conference facilities. Essential information and course instructions will be sent to the participant on receipt of registration and settlement of registration fees.

Travel (including car parking expenses) and accommodation is the responsibility of the participant and is not included in the price of the course. If required, willismorris may supply information on local hotels and travel without prejudice.

PAYMENT

Payment of the full course fee is required 5 working days prior to commencement of the course, or on booking, whichever is the latter for participants based in the United Kingdom. For delegates based outside the United Kingdom, full payment of the course fee is required 20 working days prior to commencement of the course.

The course fee covers training, course materials, lunch and refreshments during the day.

CANCELLATION

Cancellation by the participant will be subject to cancellation charges as follows:

- Up to 7 days prior to commencement of the course: no penalty
- Less than 7 days prior to commencement of Course: £100

Willismorris Limited reserves the right to cancel or reschedule an event in unforeseen circumstances and in these situations, every effort will be made to accommodate delegates on an alternative course or refund payment in full.

COPYRIGHT

It is acknowledged that all intellectual property rights, including copyright, remain the sole property of Willismorris Limited and any tape recordings or copies made of course materials will be an infringement of copyright unless agreed in advance and in writing by willismorris.

All information provided by Willismorris Limited is given in best faith and Willismorris Limited will not be held responsible for actions taken by the participant, any other individual or organisation as a result of the information provided during the training course.