

**be the
business**

NORTH WEST
BUSINESS
LEADERSHIP
TEAM



Open to new ideas

***Introducing the North West
Family Business Programme***

“One thing we have definitely done right is to ask for help. In no time we had a senior executive from a large company as our mentor who enabled us to find a vital missing element in our business: focus.”

Matt Carr, Carrs Pasties

Curiosity is a competitive advantage.

An open mind is essential for new ideas to take root. Innovation starts with letting the light in, challenging the status quo, searching out fresh perspectives and sharing successes. How does your business stack up?

Innovation is a key challenge for many family businesses. If you're among their number, we're here to help. The North West Family Business Programme offers new ways for family firms around our region to collaborate, learn, share, build on their strengths and perform at their peak.*

If you're open to joining the ranks of the very best in the North West, read on.

* In the 2016 PwC UK Family Business Survey, over half of respondents cited innovation as their biggest challenge.



The nation's best in the North West.

What are the aims of the Programme?

We want to galvanise North West family businesses like yours to become some of Britain's best-run firms. To do that, we're piloting a range of new ways to help improve your business.

It's no less than you deserve. Family firms are the backbone of the economy, making up two-thirds of all UK businesses, employing more than 12 million people and contributing over a quarter of GDP.* Yet the pressures of running a family business are unique and very different from corporate management.

The North West Family Business Programme has been created to address precisely these challenges.

Working with the North West Business Leadership Team and a variety of regional delivery partners, we've created a range of powerful initiatives to unlock all of the energy and potential held in our family SMEs.

Some activities you can dip in and out of, others are more involved. All of them are designed to get family firms like yours talking, sharing, learning and thriving.

“Working together we seek to lead, inspire and harness the power of business to help deliver sustainable prosperity for our region.”

North West Business Leadership Team



Business Placements:

Broaden your horizons to build your strengths

Whether you're a "next gen" wanting extra experience or a "now gen" looking for business-boosting ideas, a Business Placement could be for you.

How it works

This is your opportunity to spend as little as a day or as long as a week in another company, adding your leadership skills to your host's management team. In doing so, you'll get under the skin of the challenges they face, and perhaps have a say in solving them.

In partnership with North West Chambers of Commerce, we can plan placements in a variety of business settings, either close to home or slightly further afield. Timings will always be arranged to work for you and your firm.

What's involved

Up to five days' leadership experience in another company. Arrangements for dates will be made between you and your host firm, which could be a large business or another family SME.

Where you'll gain

A Business Placement is a rare chance to explore different ways of working first-hand and pick up new ideas to take back to your own company. It's also a great way to reflect on your leadership style in an unfamiliar setting, maybe inspiring you to do something different or simply reaffirming your methods.

To learn more and sign up for a Business Placement
visit www.bethebusiness.com/familybusiness



69%
of next gens working in the
business say they have to work
harder to prove themselves.

PwC 2016 Family Business Survey

Open Business Day: Celebrating British business success

Open Business Day is a national moment to celebrate and share in the achievements of our businesses, big and small.

How it works

Firms everywhere will be opening their doors, showcasing the best things about their business and promoting the power of collaboration in the business community. Your company can be involved as a host or as visitors.

What's involved

You can become a host by signing up to open your doors and run insight events for other SME leaders in the region. We'll send you an informative 'how-to' pack for the day and you're free to showcase whatever you're proud of in your business.

To participate as a visitor, simply sign up to attend Open Business Day events across the North West.

Where you'll gain

The day is all about collaboration – extending your network by making connections with like-minded business leaders. Participating firms will come away with a better sense of the challenges, methods and successes of different businesses around our region.

To learn more and sign up as an Open Business Day host or visitor visit www.bethebusiness.com/familybusiness

“I love learning from other people, visiting other companies. Some things will never work for us but some you can adapt and change.”

Roger Smith, Thomas Graham & Sons



Peer Learning:

Share issues and insights in a trusted group

Do you experience the feelings of isolation that can come with running a family firm? If so, you aren't alone. And thanks to our Peer Learning initiative, you never have to be.

How it works

Once a month, you'll come together in a group of like-minded family firm leaders to work through real-life business issues and complications. This gives you a safe and supportive place to explore ways to improve your business and refine your leadership skills.

What's involved

Half-day monthly sessions in a small group overseen by a trained facilitator. Discussions are confidential, so be prepared to get candid in sharing your concerns and challenges, as well as offering open and honest feedback.

Where you'll gain

Peer Learning helps with the specific set of leadership skills needed to make a business thrive, like listening and awareness, coaching and precision questioning. It can also give you more confidence to take action and make decisive changes in your business.

**To learn more and sign up for Peer Learning
visit www.bethebusiness.com/familybusiness**



“The main highlight has been forming a close group of like-minded individuals who I can trust, and gain some truly valuable opinions.”

Chris Mayne, Forsberg Service

Advisory Boards:

The positive influence of objective voices

For growing family businesses that haven't yet established a formal board structure, the support of an advisory board can be invaluable.

How it works

Our Advisory Boards can be made up of leaders of other family SMEs or senior managers from larger businesses with specialisms such as finance, marketing or HR. They can offer a rich variety of objective input on issues such as:

- Transitioning leadership
- New products and market entry
- Planning for growth
- Dealing with risk
- Raising funds

What's involved

12 months of non-executive support from experienced business leaders. Your commitment will be to attend quarterly meetings and produce a summary board report.

Where you'll gain

Outside voices can be crucial in countering stagnation in family businesses. Your Advisory Board will challenge you to interrogate your strategies, give you confidence in your decision-making and significantly enhance your professional network.

To learn more about Advisory Boards and register your interest visit www.bethebusiness.com/familybusiness

36%

of first and second-generation family businesses have only family members on their board.

PwC 2016 Family Business Survey



Also available through **Be the Business...**

Mentoring for Growth:

Inspiring guidance to boost performance

Our unique mentoring initiative is one of the most effective ways for your firm to share in the successes of world-leading organisations – at no cost to you.

How it works

Working in partnership with Growth Hubs and LEPs, our Mentoring for Growth programme offers an impressive calibre of mentors. We'll pair you with an inspiring business leader from a top-tier multinational organisation – the likes of Siemens, GSK or John Lewis Partnership.

We'll choose your mentor carefully, matching their expertise with your goals and aiming for a good personality fit.

What's involved

Following a registration and interview process, you'll be matched with your mentor for up to 12-months. At regular one-to-one meetings, you'll bring your core challenges to the table, then exchange ideas and experiences to shape the future direction of your business.

Where you'll gain

Our mentors offer practical guidance to make firms more productive and ready for growth. The exact benefits you see will depend on your goals and priorities, but decision-making, business planning, risk management and talent acquisition are all areas where improvements are seen.

To learn more and sign up for Mentoring for Growth visit www.bethebusiness.com/familybusiness



46%
of family firms have concerns about
the profitability and sustainability
of the business.

Mazars Family Business Survey 2018

Also available through **Be the Business...**

Productivity through People: *Work on the business, not in the business*

*Spend a year applying the latest research
and techniques to transform working practices
and productivity throughout your business.*

How it works

Productivity through People is an innovative 12-month programme created to offer leaders like you a uniquely immersive form of business learning. It's been described by delegates as a mini MBA and is co-produced by industry and academia specifically to enhance UK SMEs' competitiveness and efficiency.

What's involved

An intensive 12-month programme blending practical learning from peers and industry leaders with classroom sessions facilitated by Lancaster University Management School. You can expect:

- Stimulating and challenging workshops and masterclasses*
- Site visits from relevant industry leaders*
- Mentoring from a highly experienced manager*
- Mutual support and advice from a close-knit group of peers*
- Fresh insights from shadowing and exchanges in peer organisations*
- Benchmarking against peers and action planning for the future*

Where you'll gain

The focus of Productivity through People is on improving working practices to deliver high-performance workplaces and more engaged, productive workforces. You'll receive innovative insights to transform leadership, communications, people practices and more.

**To learn more and sign up for Productivity through People
visit www.bethebusiness.com/familybusiness**

***“What I really take back from
the course is to sit down, talk,
listen and embrace the ideas
and concerns that come from
people in the workplace.”***

Spencer Fereday, Mann Williams



Who are Be the Business?

We all have a stake in solving Britain's productivity problem. Be the Business is the organisation stepping up to the challenge.

In 2015, the Chancellor asked Sir Charlie Mayfield – Chairman of John Lewis Partnership – to dig deeper into the national productivity puzzle. In response, he brought together many of the brightest minds in UK plc and in November 2017, Be the Business was launched.

Supported and funded by the UK government and some of Britain's leading companies, our aim is to propagate and amplify business success. We do this by sharing the proven successes of today's best businesses with every company that wants to learn and improve.

It pays to be one of those companies, not simply for the benefits realised by your business. Research shows room for improvement in firms across every sector and region, and even modest gains could add £130bn a year to the UK economy.

Our Collaborative Networks bring together groups of peers to share business ideas, identify common challenges and work together creatively to solve them. It's by business, for business – and it works.

If you want to make a positive difference in your business, galvanise the North West economy and contribute to national prosperity, we are the people to work with.

“Our movement is about businesses coming together to share the things that have made them successful and providing inspiration for firms to make small changes that make a big difference to their performance.”

Sir Charlie Mayfield – Chairman, Be the Business and John Lewis Partnership





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