

**Strategic
Professionals**



DEVELOPING PEOPLE FOR GROWTH

Position your business for success

COMPANIES WE HAVE WORKED WITH



Supporting your business through people development

Having gained a business degree I entered the kitchen and bathrooms sector (KBB), initially working in customer service then into marketing and product management followed by national account management. After 14 years in the industry I trained as a lecturer and taught management, sales and marketing to professionals at various colleges and universities part time. This allowed me to combine my industry and academic experience by establishing Strategic Professionals.

After initially partnering with companies in the bathroom industry, over a decade later Strategic Professionals now works with clients from a variety of industries both public and private sector.

Despite our growth we still maintain close relationships with our clients ensuring maximum return on investment and a flexible approach. We are focused on getting to know our clients needs and their unique requirements allowing us to tailor our services.

As an approved Chartered Management Institute centre we have associate tutors from a range of specialisms who work with our learners to help them achieve management qualifications from team leader to strategic leader (director) level.

In addition to our associate tutors we also have mentors and consultants who are driven by a shared commitment to empower our clients and foster the growth of their business.

Sharon Southcott BA (Hons), MSc, Cert Ed, ISMM Dip, CMgr MCMI CIPD
Strategic Professionals Director



Management and Leadership Training



Tailored management and leadership development to provide a recognisable return on investment. Our trainers are committed to providing a quality learning experience in many different settings, using a range of methods, from one-to-one coaching, interactive workshops to workplace observation.

Why management and leadership training?

We appreciate that people learn in different ways and that as a manager there is often little time to consider your own development.

The Strategic Professionals team are qualified trainers with senior management experience from a range of organisations. This allows them to bring a practical approach to management development and training.

From being a new manager or team leader with a need to develop the basic principles, to senior managers who wish to explore new ideas and take a more strategic view. We offer bespoke courses and one to one coaching and mentoring suitable for all levels.

“The process of identifying skills gaps is crucial and working with Strategic Professionals helped us to understand where our employees needed support and how they can be better equipped to handle various challenges that may arise. This is particularly important in today’s fast-paced world where businesses must constantly innovate and adapt to remain competitive. Strategic Professionals have helped us to design a practical training programme that is linked to our strategic goals.”

Helen Gascoyne-Davies, Group HR Director of AKW

COURSES

- Motivating teams
- First line management
- Marketing planning
- Communicating for success
- Introduction to team leading
- Delivering customer value
- Effective change management
- Managing your time
- Marketing for the nonmarketer

More courses are available, see website:

www.strategicprofessionals.co.uk

Management and Leadership Excellence

The Chartered Management Institute (CMI) is the only chartered professional body in the UK dedicated to promoting the highest standards in management and leadership excellence.

CMI training courses range from introductory awards to post graduate level qualifications. With a member community of over 180,000, CMI can play a strong role in networking and promoting the management profession.

Level 3 Qualification suitable for supervisors and first line managers who have operational responsibilities. Level 3 develops the skills and competencies required to become an effective first line manager.

Level 5 Qualification suitable for middle managers as well as those aspiring to senior management. Level 5 provides a broader knowledge of middle management, as well as focusing on specific leadership areas appropriate to the workplace. A CMI Level 5 Diploma in Management and Leadership is the benchmark qualification for full CMI membership, taking you a step closer towards Chartered Manager status.

Level 7 Qualification suitable for senior managers and directors wishing to improve their management and leadership skills and focus on specific strategic areas.



“Strategic Professionals offer a flexible approach to studying which is vital as I have a very busy day job. In the time that I have been studying, I have also been promoted to a Director role. This for me is the ultimate testimonial to the team at Strategic Professionals. Thank you for equipping me with the knowledge and confidence to bring the best version of myself to the privileged position of being a leader of an organisation.”

Satnam Rana Grindley,
Director of Marcomms and External Affairs
at Greater Birmingham and Solihull LEP

KEY BENEFITS OF CMI QUALIFICATIONS

CMI certification has been recognised as a significant factor in securing promotions and career advancement for

85%
of Managers.



4 of 5

HE partners say that CMI has a high level of impact on student recruitment.



CMI estimates that companies investing in leadership development programmes witness an average

23% Boost
in organisational performance.



90%
of Managers

reported improved leadership skills and confidence after obtaining a CMI certification.



81%
of Students

on CMI accredited courses recognised their ability to develop people and capabilities.



Companies with a higher percentage of CMI-certified managers experienced a

15%
increase

in employee engagement and retention rates.



Sales Force and Customer Services Development

Each of our courses can be designed to suit our clients unique selling environment and develop skills and techniques which will bring a united approach for your sales force.

Training is available to help your sales staff build a customer base use best practice in helping customers make the right buying decisions and understand the role of marketing within the sales channel.



COURSES

- Principles of Key Account Management
- First steps in Professional selling
- Principles of sales management
- Bespoke sales academy
- ISP accredited courses

“I have worked with Strategic Professionals on various sales and management training projects for EH Smith. The training was stimulating and informative with excellent content and pace. Having a background from within the construction industry has proved their credibility with our employees at all levels.”

Adele Chambers, HR Director,
EH Smith (Builders Merchant) Ltd.

Coaching and Mentoring

Coaching and mentoring can be of inestimable value to staff. With our coaches helping individuals to establish and work towards goals, while our mentors strive to use their experience and expertise to advise people. Finding a good coach or mentor can contribute to an employee's growth in ways that conventional line management can never provide.

We have mentored and coached people in all industries, at all levels from supervisors to managing directors. Our coaches have worked with them to produce deliverable personal development plans, while our mentors have worked with individuals on a long-term basis supporting and advising.

We provide flexible coaching and mentoring and follow up to encourage ongoing staff development. This may take a number of different forms to suit you; from telephone conversations, to emails or a visit to your premises.

Coaching and mentoring is especially important to us as it's a way for individuals to learn and grow in a range of areas, something which is hard to achieve simply with training sessions.

“The flexibility offered through Strategic Professionals has been invaluable. Having one-to-one tuition in my place of work at a time of my choosing, has really helped not only minimise disruption to my day job, but actually integrate my course into my full-time role.”

Gareth Boulton, Chief Executive, West Mercia Police & Crime Commission



Supporting Growth



At Strategic Professionals we have a range of services designed to support your business's growth and ensure long-term success. One of which is our strategy days, these are multi day events which are crafted to foster strategic discussions, business planning, and overall growth. Our experienced team will join your organisation during these sessions, guiding you through the intricacies of strategic planning and helping you build an actionable plan for the future.

Strategy days allow us to look into the inner workings of your company and the general business landscape. The primary advantage of our strategy days is that they allow you to step away from the daily operational grind, offering valuable opportunity for reflection and foresight. This break from the daily business routine is key to gaining fresh perspectives. Together, we explore an array of threats and opportunities for growth which may present themselves within the next 3-5 years. By doing so, we ensure that you are well prepared to navigate and capitalise on these potential developments.

Strategy days are a powerful investment in your organisation's future. They empower you to thrive in an ever-changing business environment, equipping you with the tools, strategies and knowledge necessary to seize opportunities and mitigate risks in the years ahead.

“Sharon Southcott has been delivering Team Leader training, manager coaching sessions and CMI Management and Leadership qualifications for over 5 years at Armac Martin. She has an understanding of our objectives and works well alongside HR in implementing development plans for employees across our business. After building a trusted relationship with Strategic Professionals, it was only natural for us to engage them in facilitating our strategy days.”

Lucy Worrall, Head of HR, Armac Martin

EXAMPLES OF PROJECTS

- Employee satisfaction survey
- Team building
- Marketing planning
- Process mapping
- Recruitment and selection
- Cultural change projects

Strategic Professionals



Get in touch for an informal chat
or more information:

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