

# Entrepreneurs with Integrity

## Overall Objectives

The aim of this one day workshop is to provide a safe and challenging environment for you to explore the creative tension of being externally focused, to develop and deliver innovative business opportunities, while operating within your organisational structures. Issues of individual and organisational values and attitudes to commercial activities will be considered in the context of constructively taking forward your business objectives.

## Who is it for?

- ∂ Individuals who are part of an organisation and have responsibility for creating new business opportunities for themselves and/or other staff within their employing organisation.
- ∂ Individuals with an entrepreneurial flare who would benefit from additional support, encouragement and challenge to progress their business development ideas within their organisation.
- ∂ Individuals who are part of an organisation and are acting as external consultants and/or have responsibility for working across a number of external organisations to develop and deliver new business or ways of working.

## Programme Objectives

The programme provides an opportunity for you to:

- ∂ clearly articulate your 'offering' and know how to adapt your message when necessary to communicate effectively both internally and externally
- ∂ understand the boundary between internal pressures and meeting the objective of generating new business
- ∂ explore to what extent your own values accord with those of the organisation and how to balance these with generating new business
- ∂ manage financial and performance targets with integrity
- ∂ dispel the barriers and challenges you may currently face

- ∂ consider how to maintain integrity with external clients and ensure an appropriate 'fit' between your business objectives and their needs
- ∂ understand and demystify the perceptions that people have of entrepreneurs from inside and outside the organisation
- ∂ discover how to hold your own authority as an entrepreneur when working within a complex system
- ∂ receive some practical tips and solutions on the issues important to you. The agenda for this part of the programme will be set by the participants and might include more in depth work on any of the above objectives.

## Format of programme:

We design the programme to suit your organisational requirements, which could include:

- ∂ Participants have the opportunity to 'pitch' their offering to the group and receive feedback. This activity is carried out at the beginning of the programme and then again at the end so that a comparison can be made. A video camera will be available for participants to have a record of the activity.
- ∂ A conceptual framework is presented by programme staff to help participants identify and align their core values with their business offering.
- ∂ One-to-one and small group discussions to share experiences and provide practical tips.

## About Workplace Potential

Workplace Potential is a consultancy and training company that helps individuals, teams and organisations to:

- ∂ achieve their goals and objectives
- ∂ create a place to work where people are energised, resilient and innovative
- ∂ build capabilities and capacity within the organisation to manage and sustain change

### **Our People**

Workplace Potential has a team of highly qualified and experienced organisational development and change management professionals with experience of the public and corporate sectors. Our team can offer clients a unique blend of expertise based on a sophisticated psychological understanding of behavioural change and keen business development acumen.

Our core values are that we help clients to build their capacity and capability within their organisations to manage and sustain continuous change.

### **How to contact us**

If you would like to arrange a free, no obligation exploratory meeting to discuss this programme then please contact:

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