

The Opportunity is Now

Shirlaws International Conference 2009
The Grove Hotel, Chandler's Cross, Hertfordshire



This Conference is designed to help you do two things through this economic downturn period:

1. Avoid the common mistakes that most managers/owners make during this phase of an economic cycle: and;
2. Maximise uplift both during the recessionary period and importantly post this period when the cycle returns to the Bull market.

The Opportunity is Now

The Agenda

25th - 26th March 2009



Day 1

MC Antony Tinker
Room Amber Suite

8.30 am – 9.30 am	Registration & Arrival Teas/ Coffees
9.30 am – 9.45 am	Conference Welcome
9.45 am – 11.15 am	<p>Session 1 – Conference Introduction: Growth in a Recession Speaker - Glyn Heald</p> <p>In every bull market there are the stories of those businesses that innovated their product during the last recession. In this session we design an innovation strategy for your business for the next bull market.</p> <p>Learn:</p> <ol style="list-style-type: none">1. The six innovation options.2. How to design recession product versus boom product.3. Methodology to identify gaps in the market.
11.15 am – 11.30 am	Morning Tea/Coffee
11.30 am – 1.00 pm	<p>Session 2 – Retaining and Attracting clients in this environment Speaker - Darren Shirlaw</p> <p>To minimise fallout every business wants to retain its key clients through a recession but it also needs to attract the better quality client for the next bull run. How do you do this?</p> <p>Learn:</p> <ol style="list-style-type: none">1. Deep versus Wide revenue strategies during recession.2. Adjusting margin volume mix to attract new clients.3. How to adjust sales cycle during recession. <p>Guest Speaker Session - Ian Roundell from Credit Suisse</p>
1.00 pm – 2.00 pm	Lunch

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The Agenda

5th - 6th March 2009



Day 1

MC Anthony Tinker
Room Amber Suite

2.00 pm – 3.30 pm

Session 3 – Mistakes of a Recession - Money and Risk

Speaker - Darren Shirlaw

The second and third biggest mistakes Managers make during a down turn is the equation of money and risk.

Learn:

1. How to unwind a business during recession and retain growth in the underlying asset.
2. How to measure risk profile for your business and your management team.
3. The matrix equation of money, risk and timing. How to avoid this inherent recessionary mistake.

3.30 pm – 4.00 pm

Afternoon Tea/Coffee

4.00 pm – 5.30 pm

Session 4 - Shifting the Paradigm - Growling Bear to Raging Bull

Speaker - Darren Shirlaw

The entrepreneur's attitude shifts a lot when we move into a depressed market. Shifting that paradigm back into a positive mindset before competitors is what gives you the advantage in the next up cycle.

Learn:

1. How to identify the paradigm shift in your organisation.
2. How to shift the paradigm before competitors.
3. How to apply this to staff, morale and business culture.

5.30 pm – 7.00 pm

Free Time

7.00 pm – 7.30 pm

Pre Dinner Drinks

7.30 pm–10.30 pm

Conference Dinner

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The Agenda

25th - 26th March 2009



Day 2

MC Antony Tinker
Room Amber Suite

- 8.30 am – 9.00 am Arrival Teas/ Coffees
- 9.00 am – 10.30 am Session 1 – Macroeconomic Cycles - when to start investing back into the business
Speaker - Darren Shirlaw
- Accepting that economic cycles are just cycles puts you in a position of strength.
- Learn:
1. How to identify the economic and business cycles specifically in this recession.
 2. How to avoid the timing mistake usually made by most entrepreneurs/managers.
 3. The five common investment mistakes.
- 10.30 am – 11.00 am Morning Tea/Coffee
- 11.00 am – 12.30 pm Session 2 – How to avoid the *Business Model* mistake
Speaker - Darren Shirlaw
- In searching for the answer of how to survive/thrive through a recession many businesses change their business model reactively – then years later regret some of these choices / decisions.
- Learn:
1. How to sustain your competitive advantage while also surviving day to day through the downturn.
 2. Learn the contextual business plan to retain the integrity in the business model.
 3. Design a margin volume play applicable in your market.
- Guest Speaker Session - **Gordon Coutts from Schering Plough**
- 12.30 pm – 1.30 pm Lunch

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Day 2

MC Antony Tinker
Room Amber Suite

1.30 pm – 3.00 pm

Session 3 – Business planning across the Economic Cycle

Speaker - Richard England

There are six growth options available to any business at the start of the next upswing. This session explores those options and how to choose the right ones for your business.

Learn:

1. The six growth options available.
2. How to time the investment into these growth strategies.
3. Identify which platforms to build in your business before the end of the bear cycle.

3.00 pm – 3.30 pm

Afternoon Tea/Coffee

3.30 pm – 5.00 pm

Session 4 – Relationship Management across a Recession

Speaker - Glyn Heald

Many businesses come out of a recession but with the collateral damage of relationships, with external people like suppliers and clients and importantly with internal people ie your staff. How will people remember you come boom time?

Learn:

1. Build a culture programme for your business across the recession.
2. Design a relationship management programme for external relationships.
3. Build a communication programme for both internal and external relationships.

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Speaker Profiles



Darren Shirlaw

Darren Shirlaw began his career in the funds management industry, where he gained important insights into how management teams develop strategy and how this impacts company valuations.

In 1999 he launched Shirlaws, one of the fastest growing international business coaching organisations. Shirlaws Business Coaches work alongside clients to guide their businesses to achieve long-term, sustainable business growth.

Originally established in Australia, Shirlaws also now operates in the UK, USA, New Zealand, Spain and the UAE and services both corporate and mid-tier clients. Some of our clients have included American Express Europe, Colliers International, Lloyds TSB, Sony Entertainment and St. George Bank (Australia).

Darren is an accomplished public speaker who challenges, informs and entertains audiences in Australia and New Zealand, Europe and North America. Speaking on key business issues, he stimulates 'out-of-the-box' thinking that allows business leaders to generate new visions, strategies, products and services.

Darren is a central figure in creating Shirlaws' intellectual property, a portfolio of frameworks addressing the number one business issue - how to increase profitability while managing growth.

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Speaker Profiles



Glyn Heald

Glyn joined Shirlaws in January 2004 having previously directed his own executive coaching company. He balances his client work with his responsibilities as our UK CEO.

A business graduate with more than twenty years' experience in commercial roles, Glyn began his career in the public and banking sectors before joining one of the world's largest family run businesses - Mars (now Masterfoods). His first role was selling pet food and, occasionally, tasting it! Glyn specialised in revenue generation, developing new products and sales propositions across Europe whilst managing Sales, Training, Marketing and Client Services functions.

He also developed and led the Mars business in Ukraine from start-up to a multi-million dollar operation, gaining great insight into how a strong internal culture can be utilised to drive success. During his time at Mars he increased his knowledge of the behavioural sciences and gained certification as a Master Practitioner in NLP.

Upon returning to the UK Glyn set up his own coaching business, which integrated with Shirlaws in 2004. Having coached and worked in businesses comprising of 4 to 40,000 employees he is a self confessed "generalist" who enjoys "growing businesses and people".

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Speaker Profiles



Richard England

Richard is an experienced Business Coach and is a Partner and Director in the Shirlaws UK business. He joined Shirlaws in 2003 and works extensively with financial adviser businesses to transition to new business models and accelerate growth.

Richard has a history of successfully helping businesses to develop and deliver new products and propositions in varied situations. Prior to joining Shirlaws Richard was Managing Director of Civitas,

a commercial consultancy advising businesses in the telecommunications sector on growth strategy and partnerships. Richard was also involved in several successful private ventures working on behalf of Morgan Stanley Private Equity. He was a founder member of media firm Talkcast and helped negotiate the merger with industry rival Xtempus where he became Commercial Director. Richard was also a director of the Mobile Marketing Association.

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Speaker Profiles



Ian Roundell

Ian Roundell is a Managing Director of Credit Suisse and Head of Investor Relations at Credit Suisse, based in Zurich.

Mr Roundell joined Credit Suisse in May 2005. Previously, he was Head of Investor Relations at Fortis and Barclays. During his career Mr Roundell worked at Barclays for 12 years in a number of senior finance roles.

Mr Roundell holds a degree in Mathematics from the University of Exeter, England. He qualified as a Chartered Accountant in 1989.

He is a board member of the SIRV (Swiss Society of Investor Relations) since 2006.



Dr. Gordon Coutts

Gordon Coutts is currently the Chief Executive of Schering-Plough for the UK and Ireland and has held this position since joining the Corporation in June 2004.

He is an inspirational business leader with a proven track record of creating breakthroughs with new business models, corporate strategy including

R&D, and has worked in global markets driving new projects which enhance revenue and profits.

He has 20 years Pharmaceutical industry experience gained in UK, USA, Japan and Belgium. He is a qualified doctor with a business education from Harvard Business School.