



The Open
University

Leadership Academy

for Leadership, Innovation & Recovery

Leadership Academy Event
at The Open University, Milton Keynes

‘Entrepreneurial Leading out of the Recession’

Thursday 28 January 2010



Entrepreneurial Leading out of the Recession

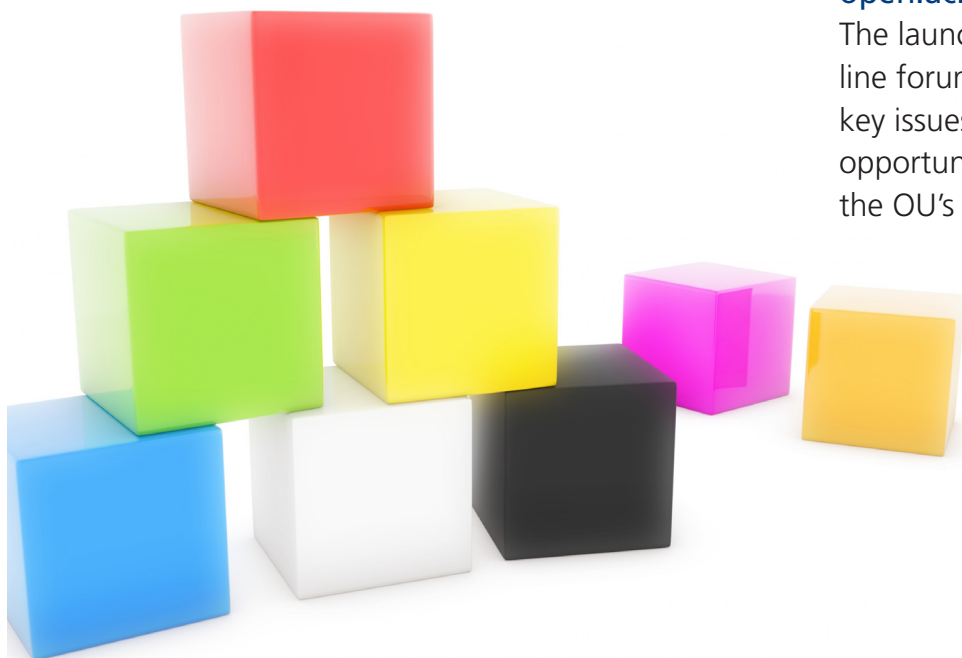
A partnership between the University of Surrey, The Open University Business School, Royal Holloway, the University of Greenwich, and the Tavistock Institute of Human Relations, The Leadership Academy initially, focused on leadership for innovation. Since the effects of the credit crunch began to be felt, the Academy now aims to help small business owners and managers lead their organisations from the threats posed by the current recession. These threats include the collapse of business demand, actual and potential bankruptcy and unemployment of either managers or staff. The Academy also aims to help business support professionals develop their knowledge and skills in providing the right support for business owners and managers.

Entrepreneurial Leading Out of Recession

is The Open University Business School's one-day launch event and workshop. It aims to inspire fresh thinking by bringing together small firm owners, leading experts on small business leadership and development and national business support professionals. The programme includes keynote presentations, a panel discussion and opportunities for informal networking. There will also be facilitated face-to-face and online small group discussions on such key issues as:

- what leadership means in this context
- what actions and knowledge need to be fostered in small firms
- what are the most effective and relevant ways of developing and using the right skills to manage successfully the recession and its likely aftermath – a patchy recovery in a radically change world.

The Open University's Outsmart the Recession website is can help participants identify relevant personal abilities and skills, craft their CVs and develop a personal action plan (www.open.ac.uk/recession/action-plan.shtml). The launch event will be preceded by an on-line forum, where participants can highlight key issues for discussion. There will also be an opportunity to participate in the event at one of the OU's regional centres.



The one-day event also introduces the Leadership Academy's other main activities which include:

- Coaching - up to 10 hours of 1:1 coaching from professionally accredited coaches to develop in managers and owners increased self-confidence and motivation, realistic challenges for action, the ability think through new work-based plans and strategies, increased professionalism and improved self-presentation and, where relevant, the ability to formulate valid and realistic plans for business start-ups.
- Enterprise & Employment Clubs - a facilitated, supportive atmosphere to help participants recognise and value their skills and experience, discuss goals with fellow participants and show how to tackle potentially self-limiting assumptions while setting up and running their own 'Thinking Partnerships'.
- Sustainability syndicates – group, practice-based learning to develop personal business survival skills and action plans

The one-day workshop is part financed by the Higher Education Funding Council (HEFCE) and the South East England Development Agency (SEEDA). Because of this, participants – small firm owners and managers or small firm business support professionals – are offered these opportunities at zero cost. To be eligible for the programme, participants need to be at least one of the following:

- At managerial level
- At risk of business damage from the recession
- At risk of unemployment

To register for the one-day event and on-line forum, go to:

<http://www.open.ac.uk/ldc08>

For any other enquiries please contact:

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Leadership Academy Event at The Open University

Entrepreneurial Leading Out of Recession

Outline Programme

January 2010

25 -27 January

On-Line Forums

1. Small business owners and manager
2. Small enterprise support professionals

28 January

One-Day Workshop

Face-to-face venue:

Berrill Theatre
Open University
Milton Keynes
MK7 6AA

Online participation:

via online forums
via video link

9.30am - 11am

Start and Morning Session

Welcome to OU; Three presentations on the impact of recession on small firms and the challenges of managing a successful recovery; Questions, answers and discussion.

Refreshment break

11.30am - 12.45pm

Late Morning Session

Summary and discussion of key prior online forum points; Panel discussion with f2f and online participants; introduction to Leadership Academy coaching programme and successful entrepreneur participant.

Lunch break

1.30pm - 3.30pm

Afternoon Session

Small focus group discussions on:

- (i) leadership actions and skills to beat the recession and thrive in recovery;
- (ii) most appropriate and effective means for developing those skills and recession recovery strategies.

Discussion and pulling together main points from each group

Introduction to Leadership Academy Sustainability Syndicates and Employment and Enterprise Clubs.

3.30pm

Close

29 January

Online Feedback and Synthesis

Post-event online wrap-up forum to comment and add to conclusions posted on Outsmart the Recession bulletin board.