

SIEMENS
Ingenuity for life



be the **business** / Productivity
through People

Productivity

People



***Work on your business,
not just in your business.***



Testimonials



“ The knowledge and skills gathered during the *Productivity through People* programme have been really valuable. Firstly refining the strategic view for the business using some of the tools that have been provided has been really helpful, and secondly sharing ideas with business minded people in the same position has really helped to make sure that we have a real clear idea and plan of action moving forward. It’s been a really fantastic programme, and I have gathered a lot of ideas and clear vision for the future of the business.”

Mark Llewellyn, Managing Director, Revive! Auto Innovations



“ The most important factor that attracted me to take part in the *Productivity through People* programme has been the culture and team engagement piece. The programme gave us the opportunity to learn from a wide range of people, like academics, business leaders from blue chip companies and also SMEs. We have been able to see how small and big businesses are implementing the changes to improve productivity.”

Chris Hoare, Development Director, AEGIS Engineering Systems



“ Completing the *Productivity through People* programme has been the best thing I could have done for my business. The learning has been insightful, practical, and we have learnt techniques for direct application within our business. I would recommend the programme to other business leaders for many reasons – the knowledge, the access to tools and opportunities and the peer-led learning through the industrial visits and from other participants on the course. A direct benefit to our business was that we learnt about other digital tools which, once adopted, helped us increase the number of site visits we are able to do in a day by 200%.”

Damini Sharma, Managing Director, The OM Group



A new approach

Making time to step back from the day-to-day running of your business, to focus on the parts most in need of improvement, is sometimes hard to justify. How can you make sure those precious hours are well spent?

This perennial problem has made executive education programme, *Productivity through People*, such a valuable investment for so many British firms. It provides a structured way for business leaders to step outside of their workplace – giving them space to think about their operations differently by sharing experiences with others in the same position and learning from specialist experts and academics.

Productivity through People has already helped over 170 SME leaders improve their business and personal performance, with an estimated £75m productivity uplift within the first 100 organisations to participate in the programme. It's the "time away from your business" you've been looking for.

How the programme works

This 10 month programme, involving a maximum of 3 days out of your business a month, brings together practical classroom-based learning, exposure to the successful strategies of world-leading firms and a network of like-minded individuals crucial to achieving long-lasting improvement.

Productivity through People will help you improve your business by focusing on high performing working practices. People are the most important asset your business has, so it makes sense to put this at the centre of everything you do.

Benefits for you and your business:

- Practical masterclasses to stimulate and challenge thinking on topics such as Leadership & Teams, Employee Engagement & Culture, Internal Communications, Digital & Technology Adoption, Innovation
- Access to world class organisation and the leaders that have transformed their workplace
- Specialist coaching from highly experienced SME experts
- Action learning to address real business issues in a facilitated and confidential group setting
- Business benchmarking and future planning
- Industrial visits to award-winning manufacturing and professional service environments, enabling you to formulate high-performance workplace strategies. Previous participants have benefitted from visiting the likes of EY, Rolls-Royce BAE Systems and EDF Energy
- After graduating, participants will join the *Productivity through People* alumni, a valuable network of individuals and events to support on-going learning and development.
- Max 25 participants per programme



Eligibility and how to apply

Productivity through People is a programme for individual owners, small teams of senior leaders, or individuals who can influence and shape the culture and strategy of their organisation. Delegates must have the authority to implement the required changes to improve the business performance of their organisation.

- 1 SME owners, senior team leaders, key decision-makers or individuals who can influence change
- 2 Any industry sector
- 3 SMEs with between 10 and 500 employees
- 4 Annual turnover between £3m and £50m
- 5 Business must have been trading for more than 12 months

The programme is valued at £7,000 per person, but by working with industry partners and sponsors such as BAE Systems and EDF Energy, is accessible at a cost of £2,500 per person.

How to apply

Visit bethebusiness.com/ptp to find out how you and your business can reach new heights by taking part in *Productivity through People*.

For more information

Aston University:	0121 204 3225
Bath University:	01225 385368
Lancaster University:	01524 510752
Strathclyde University:	0141 553 6142

