

How To Profit from the 'Gold' in Your People with Enterprise Mentoring & Enterprise 2.0



ONE DAY WORKSHOP & NETWORKING EVENT FOR BUSINESS OWNERS, CEOs, VPs, DIRECTORS, DEPARTMENT HEADS & OTHER SENIOR DECISION MAKERS

Workshop Introduction:

Around 160 years ago, the phrase '*there's gold in those hills*' was first uttered, as the gold rush of California was born.

160 years later, those same words still ring true, but rather than the gold being in the hills of California, the gold is within every *employee* and *manager* in your organisation.

Your workforce has more gold in it than the hills of the Sacramento Valley, yet it needs tapping into, harnessing, and polishing.

In this one-day workshop and networking event, you'll discover how using Enterprise Mentoring tools and Enterprise 2.0 technologies you can profit from the gold which is in every employee and manager in your company.

Cont'd over...

EVENT DATE
9am to 4.30pm

Event Location

£99 + VAT

Includes FREE
Evaluation
Licence of
Enterprise MENTOR™
(worth £495)

What You'll Learn:

Join us for a special one-day workshop and networking event and discover how you can unlock the profit potential which is in every employee and manager in your organisation.

During the day, you'll be introduced to new people and profit development approach and learn how with the help of Enterprise Mentoring and Enterprise 2.0 you'll be able to:

- Create a workforce full of more engaged, passionate and motivated employees who take greater levels of ownership and responsibility for the success and growth of your company
- Increase your revenues and profits by delivering higher levels of service for your customers so they want to repeat buy and recommend you
- Leverage the talent within your company create a workforce which is innovative, creative and full of new business growth ideas
- Turn your workforce into your salesforce, and make every employee in your company responsible for sales and marketing.
- Use Enterprise 2.0 technology and new advances in business education to create a more collaborative and inclusive workforce who put your customers at the center of your business

This workshop has been designed exclusively for senior decision makers who are charged with finding new, low-cost and scalable way to get the best from their people, and grow their companies revenues and profits

Here's just a little more of what you'll learn at the workshop:

- How to use your employees to your strategic advantage which will make your stand tall above your competitors
- How put your customer at the center of your business, and have your ALL employees make decisions for the benefit of your customer
- Why all your employees must take responsibility for sales and marketing
- How your employees actions can to increase the life-time value of your customers
- How to get use your line-manager to maximum effect to engage your employees

Who Should Attend?

The workshop is intended for senior decision making executives who are charged with finding new 'low-cost' and proven ways to get the highest level of performance and profit from their employees.

Attendess may include executives from HR, Sales, Marketing, L&D, Customer Service, and Operations.

Event Tags:

Employee Engagement, Customer Experience, Customer Service, Marketing, Sales, Internal Marketing, Profit Growth, Web 2.0, Enterprise 2.0, m-learning, e-learning, Mentoring, Social Learning, Enterprise Learning

What You'll Learn (cont'd):

- Why your managers must become mentors to your employees to create the greatest revenue and profit growth in your company
- “Time-tested” proven strategies to turn your ALL employees in to revenue generators
- How your employees are key to stopping customer churn – and increasing customer retention
- How to make your employees your ‘secret’ marketing weapon, so you consistently stand out above your competition
- How to involve your employees in your business, so they want to take ownership and responsibility for its results
- How to attract the best talent to your company, and more importantly retain them (and lower staff turnover and attrition).
- How to lower your cost of people development, and get the greatest ROI on your P&L payroll expense.
- How to ‘spot’ the real talent in your company, so fast-track them and get the best results from them
- How you can create ‘leaders at all levels’ who drive your company forward
- How to get your front-line employees become more customer focused and thinking like your CEO and senior executives
- Proven strategies to increase employee engagement, motivation and morale.
- How to get more performance, passion and pride from your employees, without using financial rewards as a motivator
- How to reduce absenteeism and poor performance
- How to get your employees to emotionally connect with the vision and goals of your senior management – and get buy-in at all levels
- How to get your teams to work together collaboratively, and stop political infighting.
- How to create an agile workforce who are responsible to change - Discover how to eliminate ‘resistance to change’
- Why holding on the ‘wrong people’ could be slowing strangling your company
- Discover the ‘easy way’ to get the right people in the right seats on the bus – and get the wrong people off the bus.

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About Enterprise Mentoring

Enterprise Mentoring refers to the use of an enterprise-wide mentoring programme throughout an entire organisation.

Enterprise Mentoring programmes are supported by multi-media mentoring materials and use internal mentors (often line-managers) to mentor small teams of mentees/protégés (employees).

Mentoring in Business

Mentoring has been the personal and professional development method of choice for CEOs and board level directors for decades, but bringing in external mentors is expensive, and for this reason, face-to-face mentoring with an external mentor typically only happens at a senior level in business.

Many organisations have tried to take mentoring out of the boardroom into the workforce using internal mentors, with varying degrees of success. One of the criticisms of informal mentoring arrangements is that they are unstructured, unfocused and do not deliver an improvement in business results.

Origins of Enterprise Mentoring

Enterprise Mentoring borrows its heritage from structured software programmes such as ERP (enterprise resource planning), which touches virtually every employee in an organisation. Using similar principles of reaching every employee in a company, Enterprise Mentoring brings mentoring right down to front line employees through the use of technology.

In the book *People Upgrade*, Richard Parkes Cordock introduced the concept of implementing an enterprise-wide mentoring programme as a low-cost, easily deployable mechanism to bring business, personal and professional development to front-line employees.

Use of Technology

Enterprise Mentoring programmes use readily available technology such as mobile phones, mp3 players, computers and the internet to deliver digital mentoring sessions. This use of technology (both m-learning and e-learning) allows the mentee to learn at a time and place which suits them.

The digital mentoring sessions are supported by face-to-face mentoring sessions where mentors (often line-managers) bring together small teams of mentees to discuss all they have learnt in the digital mentoring sessions, and apply the learning back to the business.

FREE Online Evaluation copy of Enterprise MENTOR:

As an attendee you'll receive FREE online access to some of the tools you are introduced to during the workshop, specifically an online [evaluation copy of Enterprise MENTOR](#).

Enterprise MENTOR is a digital mentoring programme which line-managers use to take their employees on a journey of personal, professional and business development.

A single user licence of *Enterprise MENTOR* is worth £495, but is free to you as a workshop attendee.

Benefits of Enterprise Mentoring to Business

The business benefits for an organisation of Enterprise Mentoring are engaged, passionate and driven employees who are committed to take extra responsibility and ownership for the growth of a company. This area of employee development is typically known as employee engagement and it is now widely understood, through research conducted by companies such as Watson Wyatt, The Gallup Organisation, Tower Perrin and DDI, that there is a direct link between engaged employees and higher levels of revenue and profit growth.

One valuable advantage of Enterprise Mentoring programmes is that they are low-cost to implement, they leverage the use of line-managers as mentors and therefore there is no additional need for outside trainers. The business results which come from engaged employees lead directly to higher revenue and profits.

Enterprise 2.0 and Enterprise Mentoring

With the introduction of social media, specifically Enterprise 2.0, Enterprise Mentoring can create higher levels of collaboration, participation, involvement and idea sharing between employees and the company, even in disparate parts of the organisation.

One of the key outcomes of an Enterprise Mentoring programme is the generation of new business growth, profit saving and productivity ideas which come directly from employees. These ideas can be captured in a central 'idea management' platform which can be made available to senior management. Ideas can also be shared throughout the workforce where other employees can comment and add further suggestions on how to turn those ideas into value.

Workshop Sessions:

Session 1: How to Turn Your People into Profit

In session 1, you'll explore the direct link between your people and your bottom-line profits. You'll be left in no doubt that the profitability of your company rests in the hands of your employees, and that it is every all employees in your company - whether they are customer facing or not - are responsible for sales and marketing.

Through a series of practical exercises, you'll be able to articulate clearly what impact your employees have on your customers desire to buy, repeat buy and recommend you. In session 1, you'll also be introduced to the Profit Growth Formula, which is critical way of thinking which ALL your employees need to embrace if your are fully profit from them.

Session 2: Why Employee Engagement is Critical for Profit Growth

In Session 2, you'll take a closer look at the area of employee engagement. For you to fully maximise the profit potential of your workforce, you need employees who are engaged, motivated and driven. In session 2 you'll discover the harsh realities of how employees feel about your company, and you'll discover what you can do to get the best from them.

Networking Lunch:

Over lunch you'll have the opportunity to network with other like minded executives and professionals and share your own experiences of what's working in your own company which creates more motivated, engaged and profitable teams.

Session 3: Enterprise Mentoring

In this session you'll be introduced to the principles of Enterprise Mentoring as a form of employee development. Traditionally mentoring only takes place at the CEO or board level, or informally in the rest of the organisation.

But with Enterprise mentoring, you'll be able to take mentoring out of the board room and into the entire workforce, by turning your line-managers into mentors, and giving them the tools to take your employees on a journey of personal, professional and business development.

Session 4: Enterprise 2.0, Innovation and Collaboration:

In this penultimate session you'll learn how you can use Enterprise 2.0 collaboration tools to add more value to Enterprise Mentoring by creating a platform for employees and managers to share new business growth, cost saving, and product improvement ideas. Enterprise 2.0 allows you to capture the gold which is in the minds of your workforce and turn those ideas into pure gold.

Session 5: Implementing Enterprise Mentoring & Enterprise 2.0 in Your Company

In this final session attendees you'll explore the practicalities, challenges and obstacles of implementing an Enterprise Mentoring programme and Enterprise 2.0 collaboration tools. At the end of this session you'll be able to return to your company with a full knowledge of how to use new technologies and approaches to leverage the talents of your employees and create profitable workforce which is more engaged, motivated, creative and customer focused.

About The Workshop Organisers:

This one-day workshop is brought to you in partnership between <<your company name as a workshop host>> and Enterprise Leaders Worldwide.

Enterprise Leaders are the creators of the enterprise mentoring approach and underlying *Enterprise MENTOR* programme. After interviewing over 50 award-winning business leaders and entrepreneurs, its founder, Richard Parkes Cordock spent several years developing, testing and refining the enterprise mentoring approach.

Much of Richard's work has been recorded in his five books: *Business Upgrade*, *Millionaire Upgrade*, *People Upgrade*, *Profit Upgrade* and *All Employees Are Marketers*.

Richard is also the creator of *Millionaire MBA Business Mentoring Programme* which is used by over 23,000 entrepreneurs and business leaders around the world.

Your contact details as the partner hosting the event go here:

Name

Address

Phone

Email

Web

About Your Host & Presenter:

Enter your bio here as the presenter and facilitator for the event.



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Confirmation of Attendance for One-Day Workshop & Networking Event

Enter Date and Location of Event Here

YES! - I'd like to attend the one-day workshop and networking event and discover how I can use Enterprise Mentoring and Enterprise 2.0 technology in my company, department or team to achieve higher levels of employee engagement, motivation, innovation, creativity, revenues and profits.

REGISTRATION DETAILS:

Company Name:

Company Address:

Your Name:

Title:

Contact No:

Email:

Signature:

Date:

Attendee Name:

Job Title:

E-mail Address:

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Enter payment instructions here plus instructions of where to return this form: