

NEWS RELEASE

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Chris Bonington Inspires New Leadership Course

Mountaineer Sir Chris Bonington is just one of the motivational speakers hoping to inspire Cheshire's aspiring business leaders on a new course at Runcorn's Heath Business Park, starting on June 21st.

The 10 month leadership programme is open to anyone who owns a small or medium-sized business with between five and 20 employees. The LEAD programme is being run by Knowledge Transfer International (KTI), supported by the Northwest Regional Development Agency (NWDA), and involves a commitment of two to three days a month.

Places on the LEAD course are heavily subsidised, with delegates being required to pay a maximum of £2,000.

KTI LEAD course director, Dennis Langley, explained: "This leadership programme was developed by Lancaster University Management School specifically to give small business owners the skills to look at the bigger picture.

"LEAD works for any business, from estate agents and high tech companies to heavy engineering and construction. Owner managers all face similar problems – not enough time and too many responsibilities. Whether a business is growing rapidly or focused on consolidation, LEAD helps managers make better decisions."

The NWDA has supported this course in a number of locations throughout the region.

Joe O'Connor, from 3D Financial Management at Little Budworth, near Tarporley, believes the LEAD programme has encouraged him to stand back and take a strategic look at his business. He said: "It has helped me to focus on procedures and operations and be much more effective. It has also provided a great opportunity to network with other people in business, who all have similar issues."

Only a few places remain for the LEAD course starting on June 21st. For more information, contact KTI course director Dennis Langley on 0845 6586575. To book a place, visit the Business Link website: www.businesslinknw.co.uk/leadinfo.

More

Notes to Editors

The Northwest Regional Development Agency (NWDA) leads the economic development and regeneration of England's Northwest and is responsible for:

- Supporting business growth and encouraging investment
- Matching skills provision to employer needs
- Creating the conditions for economic growth
- Connecting the region through effective transport and communication infrastructure
- Promoting the region's outstanding quality of life

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On behalf of Knowledge Transfer International