



Staying in the Helicopter® Masterclass Series

## **Creativity, Technology, Speed and Change - learn the secrets of tomorrow's winning companies**

The world of business is like never before.

The playing field has been levelled - every company, of every size and in every part of the world now has the same amazing opportunities to thrive.

Hear how smaller companies are starting to run rings around large corporations and what large companies need to do now to stay competitive

Every day of the week today there are new technologies, often free, giving creative opportunities for businesses large and small to win - and win big in today's exciting new world of business.

- but to win in these times, speed of thought and deed needs to be endemic and your culture needs to be one where change is not just the norm but rather actively sought by all.

Winners have a finely honed ability to assimilate, adapt and creatively adopt new technologies, new practices and creative ways of achieving business success.

This Masterclass WILL be the catalyst for the transformation of your thinking as a Business Leader and your business moving to a new level of success.

It is important that as a key leader of your organisation that you take time out, step back from the business alongside other business leaders who will help provide the impetus for new ideas and inspiration.

Here is the opportunity for you to take a look at the exciting future of your business from the Helicopter.

## **What makes the programme unique**

This highly interactive and participation driven Masterclass is set to stimulate and challenge you to think about your organisation, it's creativeness and change culture. By incorporating your own experiences and comments linked to those of the speaker, this programme will allow you to gain a fresh perspective and discover how you can significantly contribute further to the future sustained success of yourself and your organisation.

Packed with the lessons from global research, group discussions, team sharing, proven real world strategies, practical business models, relevant stories and simple techniques, this workshop has been carefully structured to ensure there is real action learning - practical and effective.

More than 10,000 Business Leaders and others have gone through Roger's Masterclasses and seen transformational changes in performance and business success using the secrets and tools learned on the programme.

## **Learning Outcomes**

Learn:

- How the world of business has changed in recent times
- The secrets of today's winning companies - large and small
- The exciting new technologies you should be adopting
- How to reset your company culture to be a winner in these times
- How to develop and build an effective culture of change

## **Here's what people say**

**I really enjoyed today. It was thought provoking from the outset and I'm sure it will be the catalyst for new behaviours. I've currently got the 'the change house' slide pinned where I can see it whilst working...**

Sarah Smalley, Managing Director, GfK Ascent, Germany

**I had the honour of attending your course on Creativity & Change. Please accept my sincerest gratitude for making me aware of the key attributes of running a successful business.**

Jameel Hussain, Managing Director, FujiFilm, Karachi

**What a great workshop with Roger. His straight talking and business insights were fantastic and I've already started taking action today! If you want to get your business moving in the right direction then engage someone with the vision and passion who has been there, seen it and done it. You must hear Roger.**

Darren Bartlett, MD, Unique Network Solutions Limited

**I am amazed at the reaction experienced by Roger's audiences. They are totally engaged from beginning to the end and all seem to be transformed in one way or the other. He seems to have no country or cultural barrier. He has laser sharp focus and keeps his audience spellbound**

Rakesh Bhargava, Chairman, The Academy for Chief Executives, USA and India

## **Masterclass Outline**

The programme is highly interactive with group syndicate sessions, individual business considerations, detailed discussions, real life examples, video clips and fun!

### **SECTION 1**

#### **Creativity**

- Who needs it?
- Introducing the Behavioural Characteristic Model™
- How we can all be creative
- Why colour & creativity is important

### **SECTION 2**

#### **Technology**

- How the world has changed - and is changing
- Amazing new technologies
- How the technologies are being used to:
  - grow revenues
  - differentiate
  - up productivity
  - safety applications
- Free new online tools you don't know about
- Gamification - it's part in your future
- Social Networks you can't ignore

#### **CASE STUDY**

### **SECTION 3**

#### **Leading Change**

- Learn the 8 rules of organisational transformation
- The all-important change transition curve
- See the research on attitudes to change
- How to use the laws of persuasion

#### **CASE STUDY**

### **SECTION 4**

#### **The Change House Model**

A comprehensive tour of the rooms, dungeons, wrong doors and lounges of this insightful model with an in-depth study of the changing people behaviours and how to identify them.

### **SECTION 5**

#### **Delegate "Take-Aways" check list**

**Roger Harrop BSc(Hons), CEng, FIMechE, FCIM, FInstIB, FPSA, PSAE, CSPGlobal**

Roger Harrop has spent over 25 years leading international business at the highest level, ultimately a plc, putting him in a unique position to deal with contemporary business challenges.

He is an, Oxford, UK based, international motivational business growth speaker who inspires and entertains his audiences with his acclaimed Staying in the Helicopter® programs. Over 10000 CEOs, business leaders and others have achieved transformational change through his thought provoking and entertaining talks laced with real-life stories, anecdotes and humour.

Roger is also an author, business advisor, mentor, consultant and independent director focused on business development, growth and success.

He has extensive experience across a broad spectrum of businesses - from small start-ups to large multinational corporations; from high tech manufactured products through basic commodities, to people based services businesses and not-for-profit organizations

Roger spent seven years as Group Chief Executive of a FTSE quoted, high tech industrial instrumentation group with 12 operations over four continents. The company was listed in the UK Government's 'Competitiveness' White Paper and gained a reference in the US Forbes magazine as one of the top 100 overseas companies and has been used as a benchmark case study by two business schools on culture change and business re-engineering.

He has run businesses for major multi-national corporations and has been a tutor with one of the leading leadership and teambuilding programs for over 25 years.

He is ranked in the top 10 of business management speakers worldwide, a winner of the prestigious Professional Speaking Award of Excellence and is a twice Speaker of the Year with The Academy for Chief Executives and a Liveryman with The Worshipful Company of Marketers.



**ROGER HARROP**

Business Expert  
Author  
International Speaker



“Ranked in the top 10 Management & Strategy Speakers Worldwide”

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