



Staying in the Helicopter® Masterclass Series

The Key to Profitable Growth

It is important today that as a key leader of your organisation you take time out, step back from the business and review your strategy.

Here is the opportunity for you to take a look from the Helicopter.

Regain your Focus - Hone your Strategy - Propel your Organisation Forward

What makes the programme unique

This highly interactive and participation driven workshop is set to stimulate and challenge you to think as a strategic leader. By incorporating your own experiences and comments linked to those of the speaker, this programme will allow you to gain a fresh perspective on your business and discover how you can significantly contribute further to the success and growth of your organisation.

Packed with business simulation exercises, 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. We are positive that you will find this experience insightful & invaluable.

To add value to your learning at this Masterclass, you will:

- Receive a copy of Roger's highly acclaimed book " **Staying in the Helicopter® - The Key to Profitable Growth**" ISBN 0-9549586-1-6
- Receive a detailed **Delegate Checklist** - acts a gauge of the organisation's growth and a reminder of the action steps to take to bring your organisation to the next level
- Complete a **Profitable Growth Matrix™** - taking into consideration what you believe is achievable in a your company - or a typical company for the next full financial year

What are the benefits?

This masterclass is centred on two main themes of “Staying in the Helicopter” and “Keeping it Simple” will show you how you can:

- **Explore** every aspect of your business and yet maintain a laser beam focus on the ‘big picture’;
- **Identify** and concentrate on the really important business issues;
- **Improve** your own effectiveness;
- **Achieve** significant growth in sales and profits;
- **Take away** practical action learning that will successfully impact your business and your own personal life when implemented;

More than 10,000 Business Leaders and others have gone through Roger’s Masterclasses and achieved transformational growth in both profits and revenues using the secrets and tools learned at the programme.

Here’s what people have said:

“Roger, we have seen a sustained increase in revenues and profits as a direct result of hearing you speak. Thank you!”

- Martin Mulligan, CEO, Martin Mulligan Group Limited

“Highly recommended to busy CEO/Director who wants to learn and adopt a simple and easy way to understand profit improvement matrix”

- Low Lik San, General Manager, PBR (Malaysia) Sdn Bhd

“Without question Roger’s workshops have been the catalyst in enabling our six operating companies to unlock the door to profitable growth”

- Trevor Hebdon, CEO, H&H Group plc

“I found your presentation, and I am sure I am speaking for a vast majority of those who attended the conference, one of the best in its genre I have witnessed - it was poignant, precise and engaging”

- Viswa Sadisivan, Chairman, The Right Angle Group of Companies, Singapore

“The fact that we have just had a record year is substantially down to you, Roger!”

- Amit Ruia, CEO, Osan Limited

Roger’s huge experience, combined with a direct, engaging style makes him a great business speaker and coach. He made a huge impact on our management team and helped us address several serious business issues”

- Andrew Shaw, CEO, Dubai Cable Company, UAE

Masterclass Outline

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

SECTION 1

Finding the Purpose - The Real Objective of your Business

- Getting the big picture.
- What is your business purpose?
- Where are you and where you want to go?
- Why is knowing the real purpose of the business important?

SECTION 2

Crafting out your Business - Develop a Market Leading Strategy

- Defining your aspirations vs competition
- Obtaining clarity on the shape of business.
- Setting a market leading strategy built on global research
- Learning the three basic disciplines of market leaders:
 - Operational Excellence
 - Product Leadership
 - Customer Intimacy
- Learn how to develop a Stakeholder Power/Interest grid and why it's important

SECTION 3

The Key to Achieving Profitable Growth

- Learn the secrets and tools to increase sales and profits involving less risk, less investment and more likelihood of success.
- Finding out the reasons why customers leave.
- Achieving your overall significant sales growth by setting and achieving only modest individual growth targets
- The Universal Buying Process (UBP)
- Learn the three golden rules of market promotion
- Take part in a Real life Case Study

SECTION 4

Developing your Business Leadership and your People

- People and the leadership of people - the very core of every organization.
- Effective leaders need to look at themselves and their teams from the helicopter.
- The four areas of team performance:
 - Individual Personal Power (Skills/Profiles)

- Relationship (Mutual trust/Respect/Support)
- Leadership (Direction/Structure/Organisation/Motivation)
- Atmosphere/Culture
- 'Belbin's Team Roles' Model - a whole dimension of team selection based on the individual's predisposed behavioural team profile to develop a truly high performing team.

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|--------------------------|-----------------------|
| 1. Shaper | 5. Completer/Finisher |
| 2. Chairman | 6. Monitor/Evaluator |
| 3. Plant | 7. Implementer |
| 4. Resource Investigator | 8. Team Worker |

- Boosting your recruiting success using Roger's proven methodology. (traditional methods get it right only 2 out of 5 times!)
- The three attributes of outstanding leadership

SECTION 5

Profitable Growth Matrix™ - Business Simulation Exercise

Adopting an ideally conservative, view of what you believe is achievable in a typical company for the next full year financial results, you will complete a Profitable Growth Matrix™.

At the end of this session, you will each get a check list for you look at your business from the helicopter and achieve sustained profitable growth.

A typical outcome from a typical group of Business Leaders on the Masterclass is to predict:

- A 40% increase in sales
- An 86% growth in profits

SECTION 6

Managing Change - Entering 'The Change House'

- How can you walk the talk and translate it into real numbers?
- Introducing 'The Change House' model
- The 4 types of rooms in the Change House™
 - Room of Contentment
 - Room of Denial
 - Room of Confusion
 - Room of Renewal

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 20000 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 Past-President of The Professional Speakers Association, a former Vice-President of The Institution of Mechanical Engineers, and a Liveryman with The Worshipful Company of Marketers. He is an accredited SME business advisor and a trained Assessor and Coach.

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.



ROGER HARROP

Business Expert
Author
International Speaker



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

Anchor House, Cuxham Road, Watlington, Oxon, OX49 5JW, UK

T: +441491613635
E: roger@rogerharrop.com



M: +447900697160
skype: rogerharrop

www.rogerharrop.com