



NEXT STEPS

The next intake for the 20Twenty Leadership Programme will begin early 2013.

To register your interest and find out more about the 20Twenty Leadership Programme:

Please email: cwilson@cardiffmet.ac.uk
 Tel: 02920 417160
 Website: www.20TwentyLeadership.org
 Twitter: @2020_Leadership
 Facebook: www.facebook.com/pages/20Twenty-Leadership-Programme

TESTIMONIALS

As M.D. of a firm of Architects trading in tough economic times, the Programme has enabled me to undertake a wholesale review of my practice and knowledge, skills and coaching I have received from the 20Twenty Leadership Programme has enabled me to undertake the business forward. 20Twenty has been invaluable to me, I have made some great friends and business contacts and would recommend it without hesitation.

Tony King, Tony King Architects

There are events in life that make you sit up and take notice and most definitely the 20Twenty Leadership programme has been one of those. It has brought new knowledge, skills and experiences that I have not only been able to use in all aspects of my work right now, but I believe will provide the foundations for future learning's.

James Turner, Recruit 121



20TWENTY LEADERSHIP PROGRAMME

TAKE THE JOURNEY

Achieving business growth by improving management and leadership performance

Cardiff Metropolitan University
 Prifysgol Fetropolitan Caerdydd
 _____ **UWIC** _____

To view this leaflet in Welsh or a larger text size, please contact a member of the team.





20TWENTY LEADERSHIP PROGRAMME

The 20Twenty Leadership Programme led by Professor of Entrepreneurship **Brian Morgan**, at the **Cardiff School of Management (Cardiff Metropolitan University)** is a **unique** Programme specifically designed for developing and enhancing leadership skills among small and medium size **businesses** in Wales. It is aimed at aspiring **leaders, managers, directors and business owners**.

TAKE THE JOURNEY

Your **10 month** Journey begins with an in-depth analysis of where you are as a **leader** and as a **business**. The Leadership Programme will then develop your business skills and leadership qualities to grow your business successfully.

The Leadership Programme covers:

- **leadership** • **change management**
- **coaching** • **innovation and lean practices**
- **managing and raising finance** • **marketing and sales**

The overarching aim is for you to develop a successful growth strategy for your company.

KEY BENEFITS

For You

- Achieve a Postgraduate Certificate (PGC) in Leadership (Cardiff Met)
- Become a member of the Chartered Management Institute (CMI)
- Engage with experienced & successful entrepreneurs, and business leaders
- Improve your understanding of the market
- Develop creativity
- Grow your business

For Your Company

- Develop a strategic growth plan
- Tools to assess your business and leadership development goals.
- Psychometric appraisals and 360-degree assessments
- A successful marketing and sales strategy
- Improve innovation to achieve business development

