

# Lexicon | Annual Programme Overview

Lexicon builds complete leaders:

▶ Develop as a person and a leader

▶ Understand what makes business succeed

▶ Build strategies that create value today

CONFIDENCE | UNDERSTANDING | SKILLS | TOOLS

## About Shirlaws

Shirlaws' systematic methodology for growing private business has been used to build thousands of extraordinary businesses and firms across the world. It focuses on a new approach to business leadership which builds cultural and commercial assets. What's unique is the accessible, visual methodology that creates success, rewards and common purpose for the business owners, leaders and employees.

How Lexicon works

- Lexicon is an intensive business and leadership development programme for future leaders and entrepreneurs. It comprises a monthly half day group workshop plus ongoing creation of a strategy application paper, supported by coaching.
- Each group session will focus on sharing the Shirlaws methodology at concept level and providing tools to develop a clear strategy after the session.
- The learning is applied to create a concrete and well thought through 'strategy for application paper' that moves the business and the individual forward significantly.
- Each group's coach supports individuals with a team coaching call between each face to face workshop and two one-hour individual online coaching sessions during the year.
- Participants will also have the support of fellow programme members in their buddy group.

## Strategy

### Purpose and vision

Understand values and the personal contribution each of us brings. Understanding our strengths, what we love doing and when we perform at our best. Create a personal vision for the future which will provide focus and direction for the programme.

### Plan for growth

Create a strategic plan for growth - bottom up and top down. Understand the difference between capacity growth and platform growth, get the timing right and create a plan to achieve controlled growth in line with personal attitude to risk and achievement of the overall vision.

### Develop a position

Learn how to make yourself or your business stand out from the crowd. Understand why developing a clear position is the foundation for building a successful business. Define four dimensions which make up a clear position, supporting your vision and providing a focus for all your activities.

### Find more

Develop the art of sourcing new clients. Build strong relationships that feed business operations. Build on the positioning work to fully understand who you want to attract. Generate pre-sold referrals that create and maintain a steady flow of new client activity, replacing the peaks and troughs a normal business endures.

## Revenue

### Sell More

How do businesses grow Revenue? Understanding the choices a business has in relation to the types of sales processes and the results which can be achieved by each. Practical skills development in holding conversations that build relationships and improve conversion rates. How to get the right agenda and ask powerful questions.

### Retain more

Manage energy in relationships, from clients to employees, suppliers or managers. Understand how setting and meeting expectations affects energy. Examine client expectations today and define a strategy to manage expectations in the future which will retain business and support referrals.

## Skills and confidence to lead

### Leadership and Coaching Skills

Learn and practice a variety of coaching skills and techniques that can be drawn upon in any coaching or management situation. Gain insight into your own preferred communication styles and what it means for how you can work with others more effectively. How to hold more productive meetings.

### Beliefs and choices

Supporting personal growth through understanding limiting beliefs and fears and recognising the choices you are currently making. Understanding the dynamics at play in your work and personal relationships. Taking responsibility for how you feel and how you affect others. Letting go and making a different choice.

## Productivity

### Manage and build capability

Determine whether you have the management capability to implement your strategy - a comprehensive model to ensure a business has the ability to achieve its goals, including measuring internal capability, assessing the ability to drive growth, determining management professional and personal development priorities. Analyse personal capability to implement the strategy.

### Create value through use of time

Understand what creates value in a business, including the drivers of equity and revenue growth. Deliver business and personal success through the management of the core asset - time. Understand the three contextual areas of business activity and how the balance of time in each area is impacting business outcomes today. Create a plan for the future which will support the vision.