

2023 Business Academy seminars

We are delighted to present our calendar of events for 2023.

- Flex Business Academy members qualify for 3 seminar places
- Distinct Advantage Business Academy members qualify for 5 seminar places.

However, if you should wish to send more delegates on any of the courses, we will subsidise additional places for just £95 plus VAT per delegate.

2023		
1st March	Planning for profit	Bedford Lodge, Newmarket
2nd March	Leadership and communication	Bedford Lodge, Newmarket
3rd March	Telephone time	Bedford Lodge, Newmarket
14th March	Planning for profit	Miskin Manor, Pontyclun
15th March	Leadership and communication	Miskin Manor, Pontyclun
16th March	Telephone time	Miskin Manor, Pontyclun
5th April	Leadership and communication	Spread Eagle, Midhurst
6th April	Telephone time	Spread Eagle, Midhurst
25th April	Planning for profit	Hare & Hounds, Tetbury
26th April	Leadership and communication	Hare & Hounds, Tetbury
27th April	Telephone time	Hare & Hounds, Tetbury
24th May	Leadership and communication	Mar Hall, Nr Glasgow
25th May	Telephone time	Mar Hall, Nr Glasgow
6th June	Planning for profit	Cottons Hotel, Knutsford
7th June	Leadership and communication	Cottons Hotel, Knutsford
8th June	Telephone time	Cottons Hotel, Knutsford
21st June	Leadership and communication	Stone Manor, Kidderminster
22nd June	Telephone time	Stone Manor, Kidderminster
5th July	Leadership and communication	Donnington Grove, Newbury
6th July	Telephone time	Donnington Grove, Newbury
11th July	Planning for profit	The Bridge, Wetherby
12th July	Leadership and communication	The Bridge, Wetherby
13th July	Telephone time	The Bridge, Wetherby
12th September	Planning for profit	Hartnoll Hotel, Tiverton
13th September	Leadership and communication	Hartnoll Hotel, Tiverton
14th September	Telephone time	Hartnoll Hotel, Tiverton

Planning for profit and key performance management

This seminar will take you through business planning with a dummy practice. Assess the current situation, how to bridge any gaps in the business, and how to progress with the practice. We will focus on getting familiar with the balance sheet and profit and loss account, generating key performance benchmarks, and setting financial and motivational objectives.

Information on financial indicators to measure your business by and ideas on how to take your practice forward will be presented.

Finally, we offer you a section on how to progress with your practice team and guidance on running sessions with the team back in practice to make practical use of the information from the workshop. We also include a number of practical helpful tools for you to download and use after this seminar.

Leadership and communication

This interactive day takes you through several aspects of leadership and communication giving insight into managing and leading your team more effectively.

Presentations and workshop sessions include feedback from the already completed pre-course work. We will examine leadership skills and look at the differences between management and leadership.

6 strong tips to good leadership include the following:

- Knowing yourself – motivational value systems and the importance of flexibility in your approach with team members
- Knowing what you want – establishing core business values and internal and external communication
- Applying a structure – planning and communicating to the team
- Playing to your strengths – the key to a dynamic team
- The art of delegation – empower and manage for practice success
- How to measure and share your success – guidance on setting up measurement criteria

The final session looks at the next steps and content of your post-course mini webinars with guidance on how to run productive sessions with your practice team to implement knowledge gained at your seminar.

Both seminars will be highly interactive and will only be effective if the pre-course work has been completed. Once registered for the course, the pre-course session for the seminar you have selected will be available for you to complete on the website.

Telephone time

This enjoyable and interactive seminar for practice team members at all career stages, examines how much impact the telephone has in the daily working environment and its' importance as a business tool.

This seminar will include:

- An evaluation of professional telephone skills, what is required and how to achieve it for maximum impact
- Demonstrations on how to convert an enquiry into an appointment in a step-by-step approach
- Encouragement and tools to aid delegates to really understand their clients' needs
- A focus on creating bonds with clients, presenting the practice services and products well, and getting the right result from all our remote communications

Although the day is very interactive, please note there are no role-play sessions and there is no pre-course work to be completed.