



# LEADING IN UNCERTAIN TIMES

## A PROGRAMME FOR BUSINESS LEADERS - INFORMATION LEAFLET

As we work through the Pandemic, businesses are facing unprecedented challenges.

This programme, delivered by Peplematters on behalf of Highlands and Islands Enterprise (HIE) with support from the European Regional Development Fund (ERDF), will support Business Leaders to learn from the experiences of lockdown, explore the emerging future and shape themselves, their workforce and their business for a thriving, sustainable future.

### WHY SHOULD YOU BE INTERESTED?

As a business leader you may be looking for answers to many questions:

- What does this 'New Normal' look like?
- What opportunities does it present?
- What challenges are around the corner?
- How can we meet customer needs in new and different ways?
- How can you pivot your business to grasp the opportunities and rise to the challenges?
- What sort of leader do you need to be in this new and challenging world?
- How can you lead with the energy and confidence your business needs?

During this programme we will explore these issues and help you find answers to your questions. The overall aim of the programme is to support you to manage through the challenging changes ahead. There will be time and space to listen, learn and share experiences with experts and peers, so that you can:

- ▶ **Recover** from the challenges of responding to the crisis
- ▶ **Reflect** on lessons learned
- ▶ **Re-energise** the core purpose of their business
- ▶ **Redefine** your leadership role
- ▶ **Reconfigure** your work, workforce, and workplace

### WHAT TO EXPECT

We know time is precious right now so this will be a high impact programme involving a series of 11 insightful, 90-minute workshops delivered virtually and supported by:

- ▶ Individual or Team Coaching to support you through specific challenges
- ▶ Facilitated Peer Learning Sessions to deepen understanding and build a support network
- ▶ Structured support materials and 'how to' guides.

Support will be on-going for up to 6 months.

Workshops will be delivered over an 8-10 week period, with one to one coaching support and peer learning sessions scheduled over a further 4-6 months to suit diaries. An overview of the programme is provided overleaf.

## THE PROGRAMME COMPRISES 11 SESSIONS PLUS ONE TO ONE COACHING AND PEER LEARNING SESSIONS

1.	Introduction	Introductions, programme overview, sharing lockdown experiences and outlining programme logistics.	
	The value of 'WHY'	<ul style="list-style-type: none"> <li>The value of understanding, capturing, and communicating the 'Core Purpose' of your business</li> <li>Defining 'Why' your business exists i.e. the problems it solves and/or the value it adds</li> <li>Diversifying, re-framing or re-purposing your business</li> <li>Your 'Core Purpose' as an effective branding tool</li> </ul>	C
2.	Re-purposing Leadership	<ul style="list-style-type: none"> <li>Leading in uncertain times - the need for a different approach, letting go of 'Knowing', why agility and resilience are greater strengths</li> <li>Prioritising learning and curiosity to reinvent yourself as a leader and become who you need and want to be in the new world</li> </ul>	C
3.	Strategic Agility (1)	<ul style="list-style-type: none"> <li>Learning from the 'present' - fast change is possible, geography is no longer a barrier, offices are no longer essential, the power of collaboration</li> <li>Viewing change as the 'Wind beneath your Wings'</li> </ul>	
	Strategic Agility (2)	<ul style="list-style-type: none"> <li>Driving forces to shape the future - supply chain transformation, economic uncertainty, climate change mitigation, geo-politics</li> <li>What this means for your business - the challenges and opportunities</li> </ul>	PL
4.	Strategic Agility (3)	<ul style="list-style-type: none"> <li>Futures thinking - the art of the possible</li> <li>R&amp;D and business support</li> <li>Stepping into the future - moving from fragile to agile</li> </ul>	C
5.	Building capability	<ul style="list-style-type: none"> <li>Future proofing your people</li> <li>Releasing organisational energy</li> <li>Developing a culture to support your core purpose</li> </ul>	
	Collaboration	<ul style="list-style-type: none"> <li>Adopting a growth mind-set</li> <li>Moving from silo mentality to more creative, open ways of working</li> <li>Developing a collaborative intelligence - strategies for success</li> </ul>	
6.	Technology (1)	<ul style="list-style-type: none"> <li>Collaborating across boundaries</li> <li>Combining existing digital tools and new technologies</li> <li>Sharing ideas, prioritising, and ideating in an entirely digital context</li> </ul>	PL
7.	Technology (2)	<ul style="list-style-type: none"> <li>Planning, structuring and facilitating a digital collaboration strategy</li> <li>Technology as facilitator of success - exploring emerging technologies</li> </ul>	
8.	Final Event	Reflection, review and sharing future plans.	

C - COACHING

PL - PEER LEARNING SESSIONS

**Supported by 2 further peer learning sessions and 5 further coaching sessions**

**Delivery Team:** Shona Mitchell - MD Peplematters; Ailsa Stinson - MD B is for Brand; Brian Williamson - CEO Tiger Industries; Gary McEwan - CEO Elevator UK; Don McIntyre - Glasgow School of Art, Creative Lead Chess Digital and Design Director Digital Health and Care Institute; Facilitated by: Rachel Ross - Director Peplematters.

### HOW MUCH?

This programme is supported by Highlands and Islands Enterprise and the European Regional Development Fund (ERDF).

The cost is heavily subsidised with contributions varying by company size: £350 for companies with up to 49 FTE to £750 for those with up to 249 FTE. Companies with 250 FTE or more should contact their HIE Account Manager.

### TO FIND OUT MORE CONTACT YOUR HIE ACCOUNT MANAGER OR THE PEPELMATTERS PROGRAMME MANAGERS:

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