



Hold Fast Leadership Workshops

TransformMyCompany.com

The chance to learn key business tools to help businesses big and small to become more profitable and more efficient.

Meeting at the Marriott Forest Of Arden Hotel, Saturday
15th March 2014
8.30 registration
9 am-4 pm

Learning how to use the current tools that the 'top 100' companies use, because ALL businesses need help, support and encouragement, regardless of size or industry.

Tear here

Application form is available to complete online at www.cottonci.com, or complete the form below and return.

Applications to be received by the **8th March 2014** to arrange your catering requirements.

Name: _____ Position: _____

Company: _____

Industry: _____

Address: _____

City: _____ Post Code: _____

Tel: _____

E-mail: _____

Other people from your company joining you.

Name: _____ Position: _____

Name: _____ Position: _____

Name: _____ Position: _____

The topics I am most interested in and would like a 1-1 with the speakers are:

Scan and return by e-mail: alison@cottonci.com

I [we] will be attending Transform My Company Workshop, 15th March 2014.

_____ **Number of persons attending.**

The cost of the day is £85 per person including lunch and materials, Please pay for the workshop on the day. Cash or cheques only.

Return by post:

Miss Alison Cotton, Office Administrator, Cotton Innovations Ltd. 16a Lichfield Road, Cheylesmore, Coventry, CV3 5FG.

Please contact us if there are any special dietary requirements needed.

Wheelchair access available, please also inform us to arrange this for you.

I will require:

Meet the Founders

Sponsored by



Ron Parrs

Director of Par Pool & Spa.

As a Retailer – and now an e-tailor – for my entire life, I’ve experienced “change”. Although “change” has taken place, the foundations & fundamentals of the marketplace have remained fairly constant. You realize that every business, regardless of size or “kind”, is supposed to be a reservoir & fountain of solutions to people’s problems.

A difference that we face in these times is that my customer is not necessarily “local” to me. My customer may in fact live on the opposite side of the world! The glorious realization is that through technology I can serve them too! It’s exciting to see the continued potential of serving others through products, services and knowledge.

Ron Parrs

‘Having been in business as an apprentice, engineer and manager and lately as an international consultant, the tools that I use are personally proven and honed. Through these tools, I have reduced operational costs by over two-thirds, without removing people, whilst doubling the throughput of a business without increasing the headcount, while making life easier for my teams. My passion is to share these tools with all forms of business, in order that they can achieve their goals and ambitions and be more profitable this time next year.’ I look forward to meeting you and working with you. Be inspired to make a difference. Brad Cotton.

Brad Cotton

Director of Cotton Innovations Ltd.

£20 of your fee will be given to these charities.

Playing can help others...

Tiny Tim’s Children’s Centre based in Coventry City Centre, provides thousands of treatments ‘free of charge’ to children with disabilities and special needs.

The Centre’s qualified therapists provide paediatric physiotherapy, massage, Bowen, Reflexology and Occupational Therapy to children from birth to eighteen years old who suffer from a wide range of complex/acute health conditions who come from across the Midlands, Warwickshire and beyond. This is partly funded by the adjoining soft play area known as Purple Planet, which is open to the general public.

Charity Number: 1095737

Tiny Tim's Purple Planet Play Centre
 Check Out Our Website!
www.tinytimcentre.co.uk

- Competitively priced @ £3.00 for a 1½ hours play session
- Designed for children from babies to 10 years old
- Cafe and seating area
- Our centre is clean, safe & secure with a friendly atmosphere
- Birthday party service available
- All profits from the play centre, cafe and party service go straight to Tiny Tim's therapy centre, so while your child enjoys themselves you are helping children who are less fortunate.

Scan Me

Whitefriars Lane, Coventry, CV1 2DT • Phone: 02476 228 254



“Acorns not only gives us the opportunity as a family to have a break from the strains and stresses of everyday life, but also provides the essential stimulation that Jessica needs to develop and grow as a person in her own right.”

Matt Greaves, with his daughter Jessica

Acorns Children's Hospice
What we do

“Acorns is a very big part of our lives, and I don't know what we would do without it”
 Rachel, an Acorns mum

acorns
 The Best Children's Hospice

We care for children and young people who are not expected to reach adulthood and require specialist care 24 hours a day, 7 days a week. Acorns is currently supporting around 640 children and nearly 900 families, including those who are bereaved.

Acorns is the only organisation that provides this level of care to these vulnerable youngsters whilst offering a range of support services to the whole family to help them cope at every stage of their child's life and beyond into bereavement.

We provide tailored nursing care for each child; short breaks, emergency and end of life care at each of our three hospices.

Meet the team

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Rachel Bright
Principle Consultant.
High Performance Teams.



Charlie Abraham



Andy Fry
Customer Service Director/Specialist and Non-Executive Director



Ian O'Donnell
Web designer & branding consultant - Real Point Design,
Director of IT Support provider - Real Point Biz Tech

2014 Workshop Series:

March 15th : What is the voice of your business? What is your business all about?

July: Voice of the customer, how to improve your customer relations.

September: Setting a strategy for the next year.

March 15 th Voice of the Business (VOB)	What is your business all about; Commodity life-style or bits?	What do we do – who are our customers	Knowing your customers, and knowing what you can do is the key to your success.
		What value you bring to your customers	Understanding what your customers need in both spoken and unspoken needs, and ensuring that we communicate with them effectively.
		Communication to your customers NLP	How we interact with our customers defines the output we get
		Where are? Reality check – metrics and performance	The measures we use define the success we create. Are we using the right measures?

Why should you attend? FAQ's on pages 4 and 5

Date	Theme	Subjects	Seminar focus
July 5 th Voice of the Customer (VOC)	Align your business to deliver your customer's vision	Defining key information (Rachel)	Using the web as amore than just a 'window into the world'
		Designing your business for effective change (the web is your shop window)	Designing web pages to be effective commutations
		Putting customers at the heart of your business Optimising your CRM	Understanding how to manage your customer expectations

Why is this event happening?

Our passion is delivering products and services to customers, to help them transform their businesses into high performing teams.

Who will it benefit?

All business leaders, large, medium or small. People who work in any form of business, and people who have a passion to make things better

Date	Theme	Subjects	Seminar focus
September 20 th Voice of the Customer, Process and Business (VOC,P,B)	Meeting your customers growth opportunities	Positioning your business Using 3 circles to align your opportunities	How to map your customers, your competition and current offerings to create alignment and distinction
		Delivering change and making it stick (Kotter/ Porter)	Understanding the importance of aligning Voice of the Process, Business & Customer.
		Converting vision and strategy into action	Converting vision into objectives and rolling it out.

How will the speakers help my business?

The speakers are renowned for their work with national, international and multinational companies who have used these tools to re-equip these businesses for the future. The speakers will be sharing with you tools and experience of these companies so that you can walk away with confidence that you can apply them in your business.