

## New World of Work Programme

The recession has been more than just an economic downturn - it has done much to change the futures and perceptions of many industries. Almost every industry is in the midst of a period of disruptive change where the old rules for success don't seem to hold true. **You might have survived the downturn, but your biggest challenges lie ahead.** We are not ever going to "get back to normal" - a new normal is emerging for everyone, everywhere.



Understanding the forces that are driving this disruptive change will give your organisation the insights needed to adjust your systems, structures and methods and gain a significant competitive advantage in the next 3 to 5 years. Companies are realising increasingly that their competitive advantage lies not with the features of their product or service, but rather with the people within their organisations, and their relationships with its customers. The smart leaders of today are focusing on creating enviable work environments that address this, and are focused on both fully engaging their workforce and optimising their customer experience.

**The TomorrowToday team and Andy Partridge** have collaborated to develop an exciting programme that will help you achieve just this. Our approach to developing leaders and teams combines an understanding of the context in which we find ourselves with deep insights into the personal task of leading. Starting with **interactive presentations that show your team the realities of the new world of work**, we then move through a **custom-designed programme** that will help **leaders** to develop their 'personal brand' and create an inspirational and collaborative approach, and ensure their **teams** become more motivated, progressive, proactive and responsible for their contribution to the organisation.

At the end of the programme, the participants will be:

- more confident in their ability to contribute to your company's strategy
- better prepared for the uncertainties and changes that lie ahead in the next few years
- more capable of exercising leadership and management
- better able to attract, recruit and retain top talent in their marketplace
- more empowered and productive in their work environment, and
- better able to maximise success with internal and external relationships.

**More details and contact:**

<http://www.tomorrowtoday.uk.com>

<http://www.andypartridge.co.uk>

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## New World of Work Programme

### Presenter and Facilitator Profiles

#### Graeme Codrington

Graeme is an expert on the new world of work and multigenerational workplaces. As a writer, speaker and strategy consultant, he has helped thousands of leaders improve their organizations by understanding the new world of work and effectively influencing their key staff and customers. His unique style blends cutting-edge research, thought leading insights with humour and multimedia-driven presentations and workshops.



Graeme speaks to over 100,000 people every year, was recently voted “Speaker of the Year” by the Academy for Chief Executives and is a visiting professor at four top business schools, including the London Business School. He has a Doctorate in Business Administration, with four other degrees, and has three best-selling books published by Penguin. His background includes work at KPMG, an IT startup, youth work, and his own consulting firm, TomorrowToday.

#### Dean van Leeuwen

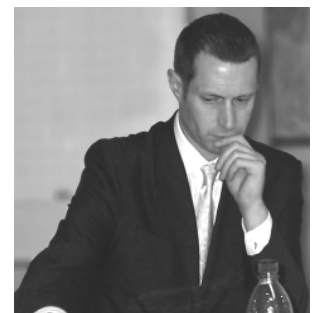
Dean is an expert on the future of work and business innovation. He has over 17 years experience working in marketing, project innovations and strategy departments for leading companies such as HBOS, AXA and McKinsey. By the age of thirty, Dean was Head of Group Strategy for AXA’s general insurance business in Southern Africa, where he implemented a number of customer experience initiatives that resulted in sales doubling in key areas.



Dean has an MBA from Henley Management College. He is one of the founding partners of the UK and European office of TomorrowToday, a consultancy that shows companies how to get more from their valuable customers and talented people.

#### Andy Partridge

Andy’s background encompasses both sales and motivation training with recruitment consultancies in the UK, and international training courses and workshops designed to help companies to better attract, recruit and engage the best talent in their marketplace.



His energetic, dynamic and charismatic presentation style reinforces his emphasis on creating the highly engaging and desirable work environments of the future. He is enthusiastic and passionate about helping people reach their full potential, focusing on techniques to increase Personal Branding and confidence in order to truly empower and motivate individuals and create highly effective and collaborative teams and cultures.

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## New World of Work Programme

### Presentations and seminars

TomorrowToday's presentations and seminar-style workshops combine cutting-edge research and thought-leading insights into the new world of work with humour and multimedia. They offer excellent content that adds real value by helping participants understand the context in which they live and work. The style of these sessions also raise the energy in the room, and inspire teams to action.

The two presentations we highly recommend as scene setters in the new world of work programme are:



**After Shock: What happens after what comes next – *The skills and structures needed for a head start in the new world of work***

In a turbulent world, it is essential to be able to anticipate the future, and master the skills and structures that will ensure success. As the world slowly emerges from recession, we'll show you how five key drivers of change are reshaping the business landscape and how they can help you create unstoppable strategies. A guaranteed paradigm and strategy shaker! Graeme is the primary presenter of After Shock.



**Brave New World: Understand the realities of the new world of work and what it will take to be successful**

The world has changed! Discover how an eighty-year financial cycle dating back as far as the War of the Roses, is revealing alarming new trends you cannot ignore. Learn the seven new fundamentals of success in the new world of business, before your competitors do! Dean is the primary presenter of Brave New World.



For more information, and for other presentation options, see:  
<http://www.tomorrowtoday.uk.com/presentations>

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## New World of Work Programme

### Courses and Workshops

1. **The 'New World of Work' Leaders –**

Designed to help managers become more inspirational and confident as leaders in order to attract and retain the young Generation Y entering the workforce. Content includes how to better define and articulate both their own vision and the vision of their team members, how to better manage a multigenerational environment, tips on increasing personal branding and how to communicate more effectively with team members – *1 day course*



2. **Motivation for Success –** Highly popular workshop designed to renew team focus and help individuals get in touch with their definition of success and better align themselves with their company's vision, empowering them to take a more responsible and proactive approach in their business. A great 'spirit lifter' and journey planner – *1 day workshop*

3. **Maximising Success in the Sales Process –** This course follows the sales process from the planning and preparation stage through to closing for commitment. With emphasis on having to work smarter in the process this day is stacked full of techniques and tips to build confidence and value at every stage, increasing effectiveness and building competitive advantage. Delegates are guaranteed to experience more control and empowerment in the sales process – *1 day course*

4. **Account Development –** Designed to help individuals and teams lock themselves in to their existing accounts and maximise success. Focuses on relationship building techniques, needs analysis, proactive networking and progressive selling – *1 day course*

5. **"Mind the Gap" generations @ work workshop –** A great follow on to the presentation, this workshop looks at the practical details of managing a multigenerational workplace. It deals with internal issues, such as team dynamics, communication, meetings and inter-generational training, and external issues, such as customer care, selling to different generations and product development. – *1 day course*

6. **Maximising Success in the Recruitment Process –** This course is designed to help individuals and teams maximize their success in the recruitment process focusing on more effective ways to attract and retain new talent. It follows the process from writing a high impact job brief to securing a new starter with emphasis on adapting to the New World of Work and Generation Y. – *2 day course*

7. **High Impact Presentations –** This is a highly interactive and dynamic workshop using video at both the front and back end. It's designed to sharpen presentation skills and help individuals and teams take full advantage of new business opportunities – *2 day workshop*

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<http://www.andypartridge.co.uk>