



The Bite

Our Team

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A rainbow of honesty

Alan Mulally, CEO of Ford, is credited with the biggest turnaround of the recession, in the seemingly doomed American motor industry. He claims his success arises from radical simplification (fewer models, fewer brands, fewer engines, fewer factories) and increased transparency - because in his words, "you can't manage a secret."

On joining Ford, he set up regular Thursday morning video conferences where the senior executive team use red, amber and green cards to indicate how well their unit is doing in areas such as production, sales and engineering.

**“ Compelling vision
 Comprehensive planning
 Relentless implementation ”**

Keen to drive through a culture of transparency and mutual support, each week he reassured his senior team that it was safe to identify concerns or problems. Each week the executives denied difficulties and displayed only green cards to indicate they were running problem-free operations.

Some weeks in to his new role, confronted by walls of green and frustrated by the lack of candour he said, "you know guys, I am about to announce we lost \$17 billion last year. Is there **anything** not going well here?" Eventually a colleague revealed a red card. Mulally greeted this with a hand clap, thanked him for his honesty and asked who could help him. Within minutes the "mending" process was in place. The following week he was met with what he describes as a "rainbow of honesty" as the executive team brought issues and concerns into the open and systems of support and back-up were established.

He describes the new culture as having "*nowhere to hide and no reason to either*" and sums up his approach to business strategy in three phrases:

Compelling vision
 Comprehensive planning
 Relentless implementation

Quote, unquote

The way I see it, if you want the rainbow, you gotta put up with the rain
Dolly Parton

As you travel down life's highway .. Whatever be your goal, you cannot sell a doughnut without acknowledging the hole
Harold J Shayler

Drawing on my fine command of the English language, I said nothing
Robert Benchley

I went to The National to see the new production of Frankenstein. Man, that guy created a monster
**from Michael Paterson
 Munich Re**

New for 2011 — BiteSize Learning open programmes

In response to requests for more BiteSize open sessions we are now offering the following modules as a cost effective solution to smaller organisations :

12th April	Presentation skills	9.30 - 17.00 (with buffet lunch)
26th May	Maximising your personal impact	9.30 - 11.30
21st June	Speed reading and memory skills	9.30 - 11.30

To find out more or to book a place please contact susannah@bitesizelearning.co.uk or go to www.bitesizelearning.co.uk/opencourses.htm

Fees are £365/person for the full day and £185/person for the shorter sessions

"Weather forecast for tonight: dark"

George Carlin

We would love to talk to you; please contact Paul, Rob or Shirine on the number below.

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BiteSize Learning Limited
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2011 Programmes

Leadership development

Building and Leading Great Teams
 Business Skills Toolbox
 Coaching
 Delegation
 Leadership Communication
 Leadership Styles
 Managing Change
 Managing Difficult Situations
 Motivation
 Performance Management 1 & 2
 Recruitment Interviewing

Personal effectiveness

Assertiveness in Communication
 Creative Problem Solving
 Diversity
 Effective Networking
 Maximising Personal Impact
 Negotiating and Influencing 1 & 2
 Optimising Energy and Well-being
 Presentation Skills 1 & 2
 Project Management 1 & 2
 Running Meetings
 Speed Reading and Memory Skills
 Stress Management
 Success through Change
 Time Management
 Successful Teamwork
 Written Communication

Sales training

Introduction to Sales
 Understanding your Clients
 Building Rapport
 Moving the Sales Forward

Welcome to Jules Surtees



We are delighted to welcome Jules Surtees to our training team. Jules is a behavioural change expert who has worked as a trusted advisor to senior managers, helping them to shape their organisations and teams.

For the past eight years she has worked with sales and management teams, helping them to develop the skill and passion necessary to build long-term effective relationships. Her knowledge of the psychology of buying, selling and negotiating is instrumental in developing the behaviours required to engage and motivate clients and ultimately to close transactions. We are confident that her skills and experience as an empathetic coach and trainer make her the perfect trainer to deliver our new suite of **Consultative Selling** courses.

Jules is a Master Practitioner and certified trainer of NLP (neuro linguistic programming) and has worked in many different sectors across the UK and internationally. Her clients have included **AstraZeneca, Bank of New York Mellon, Roche, Jardine Lloyd Thompson and the Royal Navy.**

Wotsisname?

Remembering names is a vital aspect to winning business. This mnemonic may help:

CARE

Commitment Make a commitment to remember. Telling yourself you will forget is a self-fulfilling prophecy. Instead, reinforce positive behaviour by telling yourself you can and will remember names.

Attention Pay attention. You can only remember what you have heard.

Repetition Repeat the name as soon and as often as you can. Repetition locks information in your short term memory.

Emotion Long-term memory relies on making an emotional link. Experts advise linking the name to your dominant sense and the use of comedy, absurdity or sex to help imprint names and faces on our minds. Therefore, you might imagine Russell smelling of Brussels or picture Michelle singing the Beatles song standing on a sea-shell. We'll leave the last one to you.



Free training event - Motivation



We are holding our next free taster session on the morning of **7 April** in the City. These sessions provide an opportunity to see one of our programmes being run live.

For more details about our free taster and an invitation to attend please email Susannah@bitesizelearning.co.uk or call her on 0845 123 3757.