

The Ultimate CEO Programme



Individually strong...
together we are stronger

The Ultimate CEO Programme

What is it?

- A personal and business development programme for CEOs, Managing Directors and Chief Executives.
- A non-competitive, confidential forum in which you can be at ease with your peers.
- A group of non-competing Managing Directors from different organisations dedicated to helping each other improve themselves and their business.
- A forum in which to test ideas in a safe place.
- A place to debate and resolve current business topics with up to 16 business leaders from other organisations in a confidential environment.
- A space to learn more about business subjects from world class speakers.
- A chance to work **on** the business rather than **in** it.

The Ultimate CEO is a programme delivered by Unlimited Potential, providers of coaching culture solutions to companies and organisations of all sizes throughout Europe.

Unlimited Potential has a wide and diverse range of People Changers dedicated to improving and developing individuals and teams. This helps them to achieve their maximum capability and contribution to the effectiveness of their organisation.

Programme Content

1. Monthly Programme Day

- Business sharing
- Business debate
- Business speaker
- Business accountability
- Celebrating success



2. Monthly coaching session

- Your executive coach
- 2 hours per month



3. Business information

- 24 hours per day





Typical agenda

- 08.30 **The last month**
- 09.15 **World class speaker**
- 10.45 **Coffee**
- 11.00 **World class speaker continues**
- 12.30 **Speaker feedback**

- 13.00 **Business Presentation and facility tour**
- 14.15 **Focus Topic 1**
- 15.00 **Tea**
- 15.15 **Focus Topic 2**
- 16.00 **Financial monitoring**
- 16.30 **Finish**

Monthly Executive Coaching session



Take 'time out' and rise above the inevitable day-to-day "fire fighting" distractions.

- Two hours undisturbed in your office per month with a highly experienced executive coach and mentor.
- This is your 'Me-time'; time to work **on** your business and not **in** it.
- Flexible coaching sessions.

The Coaching Curve



The Ultimate CEO Programme will:

- Take you and your business to the next level.
- Help you to understand what will make your business more successful.
- Enable you to question, in a confidential and non-judgemental environment, your ideas and goals.
- Provide you with an opportunity to discuss your business challenges with other senior decision makers.
- Develop you both commercially and individually.
- Provide exclusive insight into local and national businesses.

Programme Benefits, Objectives and Outcomes:

- Help with those decisions that cannot be discussed with anyone in your business.
- Personal growth by regular exposure to speakers on a wide range of subjects.
- Hold you accountable.
- Reduce your sense of isolation.
- Provide structured learning.

Case Study

David Constable is managing Director of Constables Ltd, a company that he started in 1981 and has built up into the second largest disabled vehicle converter in the UK. Constable vehicles have given freedom to many people who would otherwise be much more restricted in their movement.

Constables have recently moved into a modern, highly efficient manufacturing facility. David said *“the move had enabled us to significantly improve our build costs and introduce lean thinking on production”*. This move has also had a major impact on the people at Constables. David continued *“the working conditions are significantly improved and the double handling that was endemic at the old factory has been reduced to a minimum”*.

A factory move was not enough for David, he still looked for more efficiencies, so it was whilst David was sitting participating in a Business Topic at The Ultimate CEO – the discussion was about a new material plant that would enable one of the other people on the programme to stop outsourcing one of their major materials – that David thought *“why don’t I start making the kits for conversion rather than outsource them”*.

By chance, the factory unit adjacent to Constables was available, and within a week David had the business plan, factory and funding all in place. The project was born.

David anticipates that his new factory will be commissioned in a few months time. **Result; a much more reliable source of supply and an additional £300,000 gross margin.**



David states:

“If that idea had not been triggered at The Ultimate CEO, it probably would never have happened”.

“I don't have time”

One of the most frequently expressed concerns about The Ultimate CEO Programme is finding the time.

Read what people have said about this question.

“My initial concern was: How can I possibly take a full day out of the month for this programme. Now I realise how much more productive I am and how much more effective the time is that I spend on my business.”

Philip Hart, Managing Director – MEP Ltd

“I'm too busy not to join. Whilst on this programme, the time I've saved doing things right is many times more than the time I spent actually on the programme.”

Philip Acock, Managing Director – Fourayes Farm Ltd

“There is not another activity to which I routinely dedicate my time that delivers more value to me than this programme. I look forward to my monthly meetings and always take away information that I can use immediately.”

Ronan Lennon, Managing Director – Capespan Ltd

“Prevention takes less time than the cure. This programme has been my tool for anticipating many of the challenges in my business.”

Tammy Woodhouse, Managing Director, Millbrook Garden Company Ltd.

Costs and ROI

Cost 1

Your time – one day per month plus two hours One-to-One.



Cost 2

Option 1 £1,914.00 (plus VAT) per quarter.* This includes a monthly meeting, 2-hour monthly one-to-ones and 24 hr business information.

Option 2 £1,389.00 (plus VAT) per quarter.* This includes a monthly meeting, 2-hour bi-monthly one-to-ones and 24 hr business information.

*Plus contribution towards the cost of our speakers. Provision of a venue for the monthly Programme Day in rotation with the others on the programme.



Here are some quotes from people who are on the programme.

“I have saved £2 million pounds as a result of this programme.”

Michael Conway, Managing Director – F M Conway Ltd

“The One-to-Ones have resulted in a saving of £250,000 to the business.”

Barrie Etchells, Managing Director – Belmont International Ltd

“My business has been saved with the help I have received from others on The Ultimate CEO.”

Gerard Oates, Managing Director – Arcadia Products plc

What to do next

Arrange a meeting with Richard Hawkes, the Programme Director to find out more – contact us now. See below for contact details.

At that meeting, you will be offered the following choices:

- **Come and join the programme – first Thursday in the month**
 - If, at the end of your first three months, you do not feel that you have received full value for your time on the programme, Unlimited Potential will refund, in full, the monies that you have paid.

- **Spend half a day with us (at no cost to you); meet the people; hear a speaker**
 - Experience the depth and power of The Ultimate CEO programme and how it can help you and your business.

- **Have a free one-hour Executive Coaching session**
 - See how individual One-to-One Executive Coaching can modify your attitude and thinking and develop you and your business.

Contact us now

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