

This year's business climate has certainly proven to be an uncertain one. Our forward consultancy strategy is concentrating on delivering what works best for the maximum benefit of our clients' businesses in both the commercial and not-for-profit sectors. In this context, our strategic work has become increasingly important: we highlight here a range of examples.



Diane took this picture of the Angel of the North recently – for us, symbolising continuity through a changing environment

CPD Matters

In 2008 Chandler Associates became an Affiliate of the Institute for Continuing Professional Development (ICPD). We subscribe wholeheartedly to their objects. A first action was for an article Diane had written on Business Continuity for the newcomer, to be published on their website: http://www.cpdinstitute.org/articles/2008/Bus_Cont_Plan.pdf

The ICPD is a partner in the staging of the 2009 CPD Expo in London, at the Business Design Centre, Islington for two days. There will be a wide range of exhibitors and free seminars: Diane has agreed to deliver a seminar "New to mentoring" on 25 February. For further information on the Expo, e-mail: contact@rjagb.com

Business Development Strategy

Mike was recently asked by a new client to work with them to develop a 5 year strategy that will deliver real major sales growth, and also to provide other support. The client is a supplier of specialist hi-tech materials for the construction and waste management industries. Elements for the strategy will include product development and sales and marketing; recently he delivered 2 successful team days of bespoke sales training.

Creating the Market

Mike's long involvement with University spin-out companies currently includes working with a Liverpool based company, which specialises in advanced databases and internet delivered web hosted business solutions. He is developing & delivering a strategy for the early stages of bringing a new product to market.

Environment Africa Trust – the Comic Relief project:

In July, Mike was delighted to be informed that EAT had successfully won a bid of £280k to support the Mpingo Conservation Project (MCP) for a further 3 years, from Comic Relief. MCP is working to create fair trade in African Blackwood, probably the world's most valuable timber, which is used for the manufacture of woodwind instruments. The grant will provide certification by the Forestry Stewardship Council (FSC), and at the time of writing, the project had recently undergone a successful initial assessment. First harvest is planned for early 2009, and it is anticipated that the first certificated woodwind instruments will be on the market early in 2011.

Under a new governance structure, the project will be overseen in Tanzania by a tri-partite International Steering Committee of EAT, MCP and Fauna & Flora International (FFI). Mike has also successfully recruited a new Trustee for EAT's governing body. To see more about EAT, visit www.environmentafricatrust.org.uk



World Skills Competitions

A year ago, the UK's highly skilled young people won a fantastic four medals and nine medallions of excellence at WorldSkills Japan 2007, the biggest skills based competition in the world. The team's score results placed the UK 11th in the world overall, and fourth in Europe.

In 2011 WorldSkills comes to London, and the UK has been set challenging goals for achievement. We have a splendid opportunity to begin to hone our performance in 2009, when the world will compete in Canada. Much work has been done at the strategic level by UKSkills, which is charged with delivering to the goals for 2009 and 2011.



One key outcome has been the establishment this autumn of a virtual Conservatory structure for the support and evaluation of the training, coaching and development of the teams which will compete over the next three years. Diane has taken on the role of a Conservatory Cluster Lead for 4 engineering skill areas.

For further information, contact Di, or visit www.worldskillslondon2011.com

Marketing Strategy Leadership

In his role as a Non-Executive Director of our local acute hospital trust, Mike has chaired the Marketing Strategy Group from its inception. MCHT achieved Foundation Trust (FT) status earlier this year: FTs are Public Benefit Corporations, and as such are formal businesses, with the power to raise finance and needing to compete for business as a service provider. In an era of patient choice, the Trust needs a Marketing Strategy, which the Group has commenced to develop.

European Union Demystification

In May, Diane joined a group of Fellows from the RSA on a two day fact-finding visit to Brussels. It comprised an intensive programme of high level briefings by officers from the Council of Ministers, European Parliament and the Commission, alongside meetings with MEPs and the UK Ambassador to the EU. The purpose was to give a balanced and factual perspective on the European scene, which proved highly informative and interesting.

www.thersa.org

"Quotes of the issue"

"A man's true wealth lies in those he can call his friends." **Thomas Payne**

"The future performance of any company is reliant on the thoroughness & vigour of today's succession planning." **Stephen Seymour**

"Where is the wisdom we have lost in knowledge? And where is the knowledge we have lost in information?"

T S Eliot

Website Update

We have been working through the autumn with our webmaster to evolve the information on our website. We have completed the first two phases, adding in particular new case studies. Why not have a look now at

www.chandler-associates.co.uk

Phase 3 will be in the new year, including creation of a new page on our strategic approach to Cross-Sector Engagement.

Newsletter created by www.eurydicepr.co.uk 07702 415187

We'd love to hear from you—please contact us:

Chandler Associates

110 Colleys Lane
Willaston, Nantwich
Cheshire CW5 6NT

www.chandler-associates.co.uk

Mike Chandler

M: 07973 154124
T/F: 01270 662692

E:mjc@chandler-associates.co.uk

Diane Davy

M: 07831 380654
T/F: 01270 654867

E:di@chandler-associates.co.uk