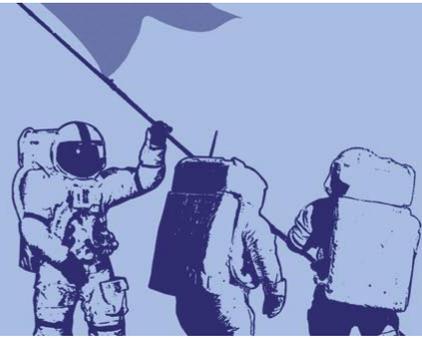


nicholson mcbride

LEADERSHIP AND STRATEGY

Supporting leaders and their teams.
Offering advice, development and facilitation.



Leadership is not a profession. It's usually something individuals are expected to pick up as they reach the upper echelons – often promoted on their technical ability. The lucky ones have inspiring role models. But many struggle to understand exactly how to behave as a leader and what they need to do to create, communicate and then deliver a compelling vision. They don't quite know how to focus, motivate and mobilise their people. And without that knowledge, many fall back on what got them promoted in the first place.

At Nicholson McBride, we understand what makes effective business leaders. We know that good leadership can be learnt. And with our balance of psychology and business knowledge, we have an in-depth understanding of how to turn strategy into reality.

You must be the change you want to see.

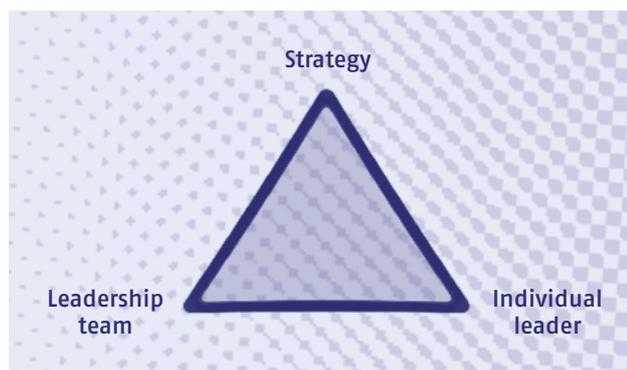
How we do it

We don't dictate. Instead, we absorb as much information about your business, your people and your processes as possible. We evaluate this and form a judgement of your individual and collective capabilities. Then we design a process which gives you the best chance of creating distinctive solutions to key strategic issues.

We work with businesses, delivering measurable results through the implementation of strategy and improvement in leadership performance.

We recognise the real value of senior people's time and only employ consultants who can cut to the chase and operate comfortably at the highest level.

What we do



Strategy: Effective leadership requires a clear vision and strategy – and for people throughout the organisation to understand and buy into it. We can help you create, articulate and implement your vision.

We can help you at three levels:

We implement You have your strategy but need help in making it a reality

We facilitate You need to formulate your strategy and need help in pulling it together

We advise You need expert input on your people strategy

Leadership team: Our people also have the ability to galvanise a leadership team, ensuring that you work effectively together and are seen to be both credible and effective in the business.

We help leadership teams:

- Do things differently
- Maximise their resources
- Take some risks
- Bring people with them

Individual leader: So much of leadership is about responding now, today. It's about taking decisions, demonstrating control and making things happen – in a way which motivates and inspires your people. We help individuals rise to this challenge, through mentoring, structured development programmes and business facilitation.

We have an in-depth understanding of how to help leaders:

- Become more strategic and visionary
- Break the habits of a lifetime
- Deal effectively with difficult situations
- Become more inspiring and motivating

Trusted advisor: For many in the world of professional services, achieving the status of Trusted Advisor represents The Holy Grail. Bankers, lawyers, accountants and consultants of every persuasion all aspire to be the first person phoned by Chief Executives when they wake up to a serious problem.

We understand what distinguishes credible Trusted Advisors from those who are unable to become more than very senior sales people. We look at what it means to be a Trusted Advisor and the strategic significance of the role and we help you to become one, developing and sustaining profitable long-term relationships with very large organisations.