



Staying in the Helicopter® Masterclass Series

## Effective Leadership Today

It is important that as a key leader of your organisation that you take time out, step back from the business and review and hone your leadership skills alongside other business leaders who will help provide the impetus for new ideas and inspiration.

Here is the opportunity for you to take a look from the Helicopter.

**Regain your Focus - Hone your Strategy - Propel your Organisation Forward**

### What makes the programme unique

The role of the successful Business Leader today has changed - with a need to both spend time in the helicopter whilst keeping it simple - at the core.

This highly interactive and participation driven workshop is set to stimulate and challenge you to think as a strategic leader. By incorporating your own experiences and comments linked to those of the speaker, this programme will allow you to gain a fresh perspective on your leadership and discover how you can significantly contribute further to the success and growth of yourself and your organisation.

Packed with the lessons from global research, group discussions, team sharing, proven real world strategies, practical business models, relevant stories and simple techniques, this workshop has been carefully structured to ensure there is real action learning - practical and effective. We are positive that you will find this experience insightful & invaluable.

### To add value to your learning at this Masterclass, you will:

- Receive a copy of Roger's highly acclaimed book " **Staying in the Helicopter™** -The Key to Profitable Growth" ISBN 0-9549586-1-6
- Receive a detailed **Leaders Checklist** - acts a reminder of the action steps to take to bring you and your organisation to the next level

## **What are the benefits?**

This workshop which is centred on two main themes of “Staying in the Helicopter” and “Keeping it Simple” will show you how you can:

- **Explore** the very best leadership practices and techniques
- **Maintain** a laser beam focus on the ‘big picture’;
- **Identify** how motivate and retain the diverse individuals around and under you;
- **Improve** your own effectiveness;
- **Find out** what global research shows employees want from their leaders;
- **Take away** practical action learning that will successfully impact your business and your own personal life when implemented;

More than 10,000 Business Leaders and others have gone through Roger’s workshops and Masterclasses and achieved transformational changes in performance using the secrets and tools learned on the programme.

## **Here’s what people say**

**Roger changed my whole concept towards leadership -amazing!**

Tariq Qadri, Sales Manager, Engro Foods, Karachi

**Roger Harrop has the very special combination of genuine board room level leadership expertise of major corporates together with an ability to engage, inspire and entertain an audience of any size or culture. He is a must hire either as a speaker for your event.**

Matt Crabtree, Managing Partner, Positive Momentum Limited

**I am amazed at the reaction experienced by Roger’s audiences. They are totally engaged from beginning to the end and all seem to be transformed in one way or the other. He seems to have no country or cultural barrier.**

**He has laser sharp focus and keeps his audience spellbound**

Rakesh Bhargava, Chairman, The Academy for Chief Executives, USA and India

**Roger provided an excellent presentation to a group of Northern Ireland Small medium business owners. He engaged them from the start and carried them on a very informative journey. The feedback from the group was excellent.**

Patricia Colhoun, Manager, Made not Born Programme, N.Ireland Government

**Roger is a gifted speaker and very stimulating and thought-provoking facilitator with a strong strategic grasp matched with energy, ideas and feet firmly planted on the ground! Recommended for speaking engagements and workshops on leadership, strategic perspective, bringing change to life**

Howell Schroeder, Director of the Strategy and Leadership programme, Ashridge Business School

## Masterclass Outline

The programme is highly interactive with group syndicate sessions, individual business considerations, detailed discussions, real life examples, - and fun!

### SECTION 1

#### Purpose

- What's your company or department's purpose?
- Share with others
- How high are our aspirations?

### SECTION 2

#### Organisational Drivers

- What "shape" is your organisation/department?
- Learning the three basic disciplines:
  - Operational Excellence
  - Product Leadership
  - Customer Intimacy

### SECTION 3

#### What are Leaders?

- What inspires people to follow?
- The three attributes of outstanding leadership
- The Behavioural Characteristic Model™ - how to handle different people effectively
- 3D Leadership
- Leader or Manager?

### SECTION 4

#### Business Leadership

- Learn the 3 key characteristics of the very best CEOs
- Where should your focus be?
- How to demystify and simplify:
  - 
  - Finance
  - Operations
  - Sales
  - New Products

**Case Study:** Business Leadership simulation exercise

## **SECTION 5**

### **People & Teams**

- What do we want our employer to look like? - see the research
- The 5 Levels of Listening
- The four areas of team performance:
  - Individual Personal Power (Skills/Profiles)
  - Relationship (Mutual trust/Respect/Support)
  - Leadership (Direction/Structure/Organisation/Motivation)
  - Atmosphere/Culture
- ‘Belbin’s Team Roles’ Model - a whole dimension of team selection based on the individual’s predisposed behavioural team profile to develop a truly high performing team.

### **Case Study**

## **SECTION 6**

### **Leading Change**

- Why things fail
- Introducing the fascinating and powerful ‘Change House’ model
- Learn the overriding Leadership priorities
- Why are these now more important than ever?

## **SECTION 8**

### **Delegate “Take-Aways” check list**

## **Roger Harrop BSc(Hons)., CEng., FIMechE., FCIM., FInstIB., FPSA, PSAE**

Roger Harrop has spent over 25 years leading international business at the highest level, ultimately a plc, putting him in a unique position to deal with contemporary business challenges.

He is an, Oxford, UK based, international motivational business growth speaker who inspires and entertains his audiences with his acclaimed Staying in the Helicopter® programs. Over 10000 CEOs, business leaders and others have achieved transformational change through his thought provoking and entertaining talks laced with real-life stories, anecdotes and humour.

Roger is also an author, business advisor, mentor, consultant and independent director focused on business development, growth and success.

He has extensive experience across a broad spectrum of businesses - from small start-ups to large multinational corporations; from high tech manufactured products through basic commodities, to people based services businesses and not-for-profit organizations

Roger spent seven years as Group Chief Executive of a FTSE quoted, high tech industrial instrumentation group with 12 operations over four continents. The company was listed in the UK Government's 'Competitiveness' White Paper and gained a reference in the US Forbes magazine as one of the top 100 overseas companies and has been used as a benchmark case study by two business schools on culture change and business re-engineering.

He has run businesses for major multi-national corporations and has been a tutor with one of the leading leadership and teambuilding programs for over 25 years.

He is ranked in the top 10 of business management speakers worldwide, a winner of the prestigious Professional Speaking Award of Excellence and is a twice Speaker of the Year with The Academy for Chief Executives.



### **ROGER HARROP**

**Business Expert  
Author  
International Speaker**



**“Ranked in the top 10 Management & Strategy Speakers Worldwide”**

**Anchor House, Cuxham Road, Watlington, Oxon, OX49 5JW, UK**

**T: +441491613635  
E: [roger@rogerharrop.com](mailto:roger@rogerharrop.com)**



**M: +447900697160  
skype: rogerharrop**