

## Fifty Lessons

Personal Insights from the worlds' leaders in business.

### What is Fifty Lessons

The idea behind Fifty Lessons is a simple one. We ask the world's most successful business people to tell us the most important lessons they have learnt in the course of their careers and to talk about them passionately.

The result? A bank of compelling video stories ranging across the spectrum of business life: from the fine art of commercial negotiation to the perilous waters of organisational change, in both the private and the public sectors.

# LES50NS



Sanjiv Ahuja - Chairman - Orange, UK



Gill Rider - Cabinet Office, UK



Sir Christopher Bland - BT Group

### Why use Fifty Lessons?

- You require training materials that enhance individual and team development, improve behaviours and positively impact business performance.
- You need rich distributed content that can be easily integrated into your people development programmes at all level within your organisation.
- Training is powerful when you provide content that your people can relate to. Your people desire lessons that are relevant to the business and management issues they face on a daily basis.
- Time is limited and your people require learning objects that are focused and high impact.
- You want to deliver lessons that people retain and implement.

### How can Fifty Lessons be used?

- Enhance your management and leadership development programmes.
- Pre and post classroom resource as part of a blended learning programme.
- Ice-breakers and to generate discussions in live sessions - both real and virtual.
- Mobile learning - e.g. send lessons through iTunes.
- On demand learning - a powerful resource for self motivated learners.
- As a communication tool - use the video lessons in meetings, on your intranet or in company newsletters.
- Send 'recommended lessons' to your audience via email.
- Custom filming.

### Lessons Include:

Leadership  
Character & Attitude  
Communication Skills  
People Development  
Managing People  
Hiring, Retention & Firing  
Strategic Management  
Change Management  
Innovation & Creativity  
Career & Personal Development  
Human Resources  
Sales & Marketing  
Finance  
Ethics & CSR  
Diversity  
Entrepreneurship  
Women In Business

*Inspire today's managers and tomorrow's leaders*



Sir Gerry Robinson - Allied Domecq

### Speakers Include:

**Lord Bilimoria**, Founder and CEO - Cobra Beer  
**Sir Christopher Bland**, Former Chairman - BT Group  
**Sir John Egan**, Former Chief Executive - BAA  
**Sir Stelios Haji-Ioannou**, Founder - easyGroup  
**Gilly Ryder**, Head, Civil Service Capability Group  
Cabinet Office, UK  
**Sir George Mathewson**, Former Chairman and CEO - The Royal Bank of Scotland Group  
**Dame Anita Roddick**, Founder - The Body Shop International  
**Dina Dublon**, Director - Microsoft, Accenture & PepsiCo

Stories that will stay with you and your team ... stories that will make a difference.