



Brooklands Executives provides a comprehensive range of talent management services to public, private and not-for-profit organisations around the world.

Our services are designed to maximise the skills, capabilities and potential of senior teams who develop, implement or are influenced by strategy.

We have three specialist practices:

- **Interim Executive Management.** Considered to be one of the top five providers of Interim Executives, we have a portfolio of over 3,500 interim professionals from across all sectors, disciplines and areas of expertise. Our Interim Executives work on national and international assignments for a variety of public and private sector clients.
- **Executive Search.** We've developed a search process that saves 75% of clients' interviewing time through the innovative use of CD Rom technology. Our fixed-fee pricing and value-added services have helped us achieve a very strong presence in many sectors.
- **Professional Development.** Our comprehensive range of professional development services – from designing and delivering assessment and development centres to facilitating team-building events and one-to-one coaching – can be deployed independently or as part of a wider integrated talent management initiative.

Brooklands Executives helps people fulfil their potential, and assists organisations in achieving their commercial and strategic goals.

We don't just listen, we take the time to ensure we understand.



## Professional Development

*Facing an ageing senior team, this manufacturing business needed a succession plan and fast. Retirements were months away.*

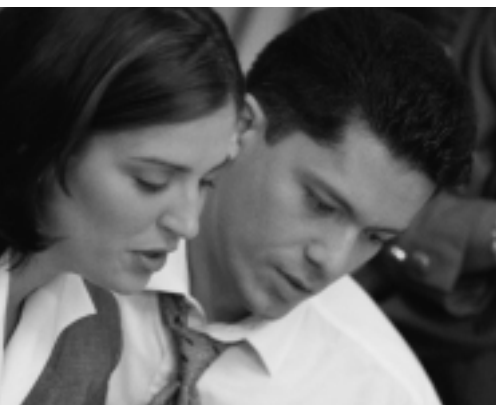
A selection of senior managers were put through a rigorous development centre process at our offices. The output reports highlighted key strengths and weaknesses of each individual. Brooklands had universally positive reactions from the delegates about our process and the feedback they received.

Successful organisations increasingly recognise the value of investing in the capability of their senior teams. At Brooklands Executives, we work at a strategic level with clients, helping to identify how senior teams can best deliver corporate strategy and equipping them with the skills, tools and human resources to do so.

At the beginning of every new client relationship, we perform a rigorous gap analysis comparing current resources with the skills and capabilities needed to deliver strategy. This gap is then addressed through recruitment and a variety of professional development services.

Throughout the process, we build an extensive knowledge-base of the client organisation, enabling us to continue helping create performance improvements however the strategy and business drivers evolve.

50% of shareholder value is now considered to be derived from intangibles, and the spotlight on leadership, management and direction aspects of good governance is focussing the minds of most major organisations. 'On-board' coaching is also becoming a "Must have" in order to maximise the recruitment investment.



## Our Services

*Aiming to improve his company's performance overall following some negative publicity, this CEO used a Brooklands coach to help him drive his stock broking business to new heights.*

So impressed with the benefits of having a personal coach, the CEO then cascaded the strategy down the organisation.

*A financial services firm in a long term 'run off' situation needed to keep and motivate key staff.*

We designed a bespoke Leadership Development programme to motivate the high performance members of the team and ensure their loyalty for the longer term.

Our professional development services range from pre-employment assessment centres and internal development programmes, to individual executive coaching, team building, leadership development, outplacement and occupational psychology.

- **Assessment Centres** - Evaluating external candidates during a recruitment process, and often to benchmark them against internal candidates too.
- **Development Centres** - Identifying the 'high performance / high potential' executives in the organisation and develop a succession plan.
- **Executive Coaching** - Assisting executives optimise their career potential by identifying their attitudes and behaviours and how these impact on their colleagues.
- **Leadership Development** - Providing tools and frameworks for executives to be outstanding team heads and Board members.
- **Team Building** - Creating cohesive Boards, senior teams and project delivery groups.
- **Career Navigation** - Where an executive's future lies outside the organisation, we help them identify their strengths and attributes and discover a new and positive path in life.
- **Occupational Psychology** - offering a full range of psychometric instruments, analysis and feedback from 360 to behavioural indicators.

*Facing a major change programme, a leading wall covering company's HR Director wanted an executive coach to help him steer through a potentially traumatic transition.*

The allocated Brooklands coach had worked with numerous senior executives facing similar challenges and over 3 months helped the executive deliver successfully.

*New relationships can be hard. A recently promoted FD, now in a divisional MD role, found his relationship was faltering with a new group CEO in a major PLC. Both parties recognised the need to get this resolved.*

By appointing an experienced executive coach, Brooklands was able to get the relationship back on track and refocus them both on the business issues.

## The Brooklands' difference

- **Integrated Solutions.** We provide the full range of professional development services, helping you avoid the fragmentation that occurs when using different suppliers. For example in a recruitment campaign, we ensure that assessment centres for external applicants are designed and executed consistently with development centres for internal applicants.
- **Experience.** Our practice is led by one of the UK's most experienced senior executive coaches and we have a wealth of experience delivering multi-service programmes to complex organisations.
- **Expertise.** We combine intellectual rigor with a focus on practical, measurable results. Our in-house occupational psychologist is a much published author and has led many international projects.
- **International Capability.** With a worldwide network of associates, we're skilled in delivering international professional development programmes to consistent standards, while reflecting local norms and cultural differences.
- **Flexibility.** We're happy to provide a single intervention, but typically work with clients on a long-term basis, making an on-going contribution to individual and organisational development.
- **Commercial focus.** We strongly believe expenditure on Professional Development is about making organisations more resilient, fit for the future as well as today and getting a measurable pay-back on the investment.



## The Process

*One of the UK's leading FMCG businesses found they did not have a suitable slot for a divisional Director they valued highly.*

Brooklands provided a Career Navigation™ coach to help the executive transition out of the business positively and to a successful future.

- We aim to take a face-to-face brief within 24-hours of your call, from which we prepare a comprehensive proposal addressing your organisation's development issues.
- We will then design and implement a programme within the timescales you require.
- Where associates are responsible for delivery, they are hand picked for their suitability to the task and compatibility with the executive in the programme. They deliver to the Brooklands model and are closely managed throughout the assignment.
- Appropriate feedback is provided in line with professional standards and protocols to executive and employer
- Our programmes and interventions ensure that your investment in professional development results in a measurable benefit, ideally expressed on the bottom line.

## FAQs

*Succession planning suddenly became a critical issue for a Midlands manufacturing business.*

We took the senior 20 managers through a 360 degree programme prior to starting executive coaching with targeted executives.

### What's Brooklands Executives' track record in professional development?

We've worked with many organisations, large and small, ranging from city stock-brokers to major international retailers and financial services companies.

### Why does Brooklands Executives use associates to deliver some services?

If we carried the overhead of a larger permanent team, we'd have to pass the fixed costs on to our clients. What's more, our associate model provides us with the flexibility to choose the most appropriate individuals for your project, rather than having to use the same permanent staff every time.

### Isn't professional development just a modern trend?

Research shows over 50% of HR Directors are interested in professional development – a high degree of interest which reflects the impressive results achieved by those who have invested in development programmes.

### But isn't it all a bit "soft and fluffy"?

We believe passionately that professional development must be about improving the bottom line, enhancing long-term performance and developing a successful succession plan.

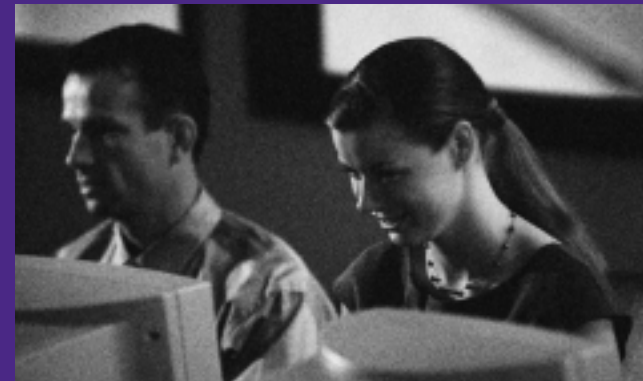
I have found executive coaching so useful I have been meeting regularly with Brian now for almost two years. He judged the key personal and corporate objectives very quickly and has contributed to me implementing a new strategy in the CF business.

*David Leslie, Partner and Head of Europe TMT Corporate Finance, PriceWaterhouseCoopers*

The team-building and facilitation workshops have added real value: they have enabled us to produce highly professional bids and turn them around much faster.

*Fred Hadwick, Head of ECS Sales Support, Mitel Telecommunications.*

- People
- Passion
- Performance
- Partnership
- Profit



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We operate across the world to assist our clients on a local basis