

TuneIN

- with The Academy for Chief Executives – *Experiential Business Learning*[®]

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2009 has been a very challenging time for most of us. Many of us have been looking for creative ways to find our own niche in this new marketplace and I'm sure the challenge will continue into 2010.

I know that I speak for all of my colleagues when I say that we are all here to help you deliver growth and success for your businesses over the coming year. I hope that all of you will join me in starting the festive period with peace, hope and optimism for the future. I wish all of you a wonderful Christmas, a Happy New Year and an exciting 2010.

Brian Chernett, Founder, The Academy for Chief Executives



Featured Speaker



Brian Marcel
Intuitive Leadership

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Planning to Make 2010 Your Best Year Yet.



There are many of us who will not be sad to see 2009 fade into the past. For a few 2009 has been a good year, but for many it has been difficult. We can hope for 2010 to be better - or we can take a positive and upbeat view and start planning for a much better year. A good start to the year will be crucial to that. So how do we make January a true gateway into a year of renewal and achievement?

January, for the Romans, was the month named after Janus, the gatekeeper. "Since a gate opens both ways, Janus was thought to be able to see back into the past, and forward into the future, and he was usually represented in pictures as having a double head that looked both ways¹." As we pass through the gate from 2009 to 2010, it is only useful to look back to the past for learning. We have an opportunity to ensure we bring with us only the things that work and leave behind us old and unproductive habits and approaches. As we discussed last month, we should be moving forward from the room of chaos and confusion into the room of renewal. Plan to make January a month of renewal and the beginning of a year of growth and development.

Read the full article on www.chiefexecutive.com >>
http://www.chiefexecutive.com/display_article.asp?id=37169

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Nicola Winn is a member of Academy Group 5 based in the West Midlands. When she joined Coventry-based The Bridge Group in January 2001 it was not only her first appointment as Managing Director, it was also her first experience of the private sector.

In January, 2008, Nicola felt that she was experiencing a "7-year itch. In the early years, it was a matter of doing what was needed as well as it could be done. What we had was effectively a start-up with no company feel, so a lot of time and effort went into making sure it became viable. As this internally-focused phase was coming to an end, I felt it was the right time to look beyond where the business currently was and explore my future and the future for The Bridge Group. A client introduced me to The Academy for Chief Executives as an organisation that might be

beneficial to me in doing that."

Read the full story on www.chiefexecutive.com >>

[\[http://www.chiefexecutive.com/display_article.asp?id=37180\]](http://www.chiefexecutive.com/display_article.asp?id=37180)

An Economic Update from Roger Martin-Fagg.

"We devote our intelligencies to anticipating what average opinion expects the average opinion to be."

John Maynard Keynes wrote this in 1936. Nothing has changed since then. In the absence of reliable econometric models we rely on opinion and guesstimates, and tend to believe the crowd.

So what is the average view currently? Is it that the recession is at an end and the recovery will take place from now, gathering momentum through the next year and beyond. The optimists point to the expansion of the FT 100 to over 5,000, the news that house prices have recovered, the news that Germany and France are growing again, that US house prices have stopped falling, the S&P 500 is up 60% since March, Lloyds HBOS want to renegotiate the 200bn asset insurance package with the Treasury because they don't think they will now need it. In short, it was a severe, sharp downturn but it will be a V shaped recovery.

In this update I will explain my view which is outside the average: you do not have to agree with me but I present it in good faith and hope that it will help you make better decisions.

Read the full report on www.chiefexecutive.com >>

[\[http://www.chiefexecutive.com/display_article.asp?id=37178\]](http://www.chiefexecutive.com/display_article.asp?id=37178)

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YOUR
CHALLENGES
BECAUSE WE'VE
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Still Growing Through the Recession!



Please [email the Editor](#) with your feedback and contributions

Since our last newsletter, we've continued to enjoy a successful December (despite it normally being our quietest month of the year).

Even more businesses have taken the decision to join The Academy for Chief Executives. Industries range from market research, electronics components, recruitment, printing, manufacturing and consultancy. Though their backgrounds may be diverse, these businesses have one

element in common; they have all recognised that membership of The Academy provides support, coaching and impartial advice during these turbulent times.

Why not give your business a head start in the New Year - contact us to find out how membership could help you to achieve greater success in 2010. Call us today on 0870 228 3369 or email membership@chiefexecutive.com.

Thought of the month:

"Men make history, and not the other way around. In periods where there is no leadership, society stands still. Progress occurs when courageous, skillful leaders seize the opportunity to change things for the better." (Harry Truman)