

TuneIN

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

Good business leaders, like you, often feel alone

Running a business is tough. Key decision making, company direction; clarity of strategy; personal development; it's a huge responsibility and it's entirely yours. Little wonder you're sometimes sleepless in the small hours or struggling to answer those really big questions.

Who can you turn to for totally impartial advice?



[\[http://www.chiefexecutive.com/members.asp\]](http://www.chiefexecutive.com/members.asp)

Survive and Grow Through the Recession - by Brian Chernett.

For many years it has been my sincere belief that learning alongside like-minded peers, sharing the issues and challenges that all leaders face, is the most powerful form of development. This development not only broadens the understanding and skills of the individual, but also has a direct impact upon the individual's business and upon the people that he or she interacts with both personally and professionally. At a time when the skill and vision of the leader has never been more important I've been thinking about the challenge of how best to communicate the benefits of experiential learning.



As I travel across the UK and meet more and more members who share with me their own success stories borne out of Academy membership, I have to admit, that at times I've felt frustrated that it can sometimes be difficult to communicate the unique benefits of membership to a prospective member. After all, each individual's experience is unique.

After meeting a particularly hard-nosed entrepreneur, I pondered over my enthusiastic pitch. Had I concentrated too much on the benefits of self development and not enough on the bottom line benefits for the business?

[Read the full story on www.chiefexecutive.com](http://www.chiefexecutive.com) >> [\[http://www.chiefexecutive.com/display_article.asp?id=37074\]](http://www.chiefexecutive.com/display_article.asp?id=37074)

Companies Who've Joined Us This Month.



Academy Group 3 welcomes **Eacotts**.

Academy Group 5 welcomes **Morgan Technical Ceramics - Certech**.

Academy Group 7 welcomes **Attention to Finance Group**.

Academy Group 11 welcomes **Milestone Group plc**.

Academy Group 14 welcomes **3sixteen Responsive Marketing; Eurotech Computer Services Ltd; Phoenix Ventilation & Engineering Ltd; Rainbow Trust Children's Charity and Surrey Chambers of Commerce**.

Leaders Forum 8 welcomes **Pearl Lake Leisure Park Ltd**.

Leaders Forum 9 welcomes **Annone Agencies** and **Insentua On-Demand Recruitment LLP**.

Leaders Forum 11 welcomes **Pearson-Harper Ltd**.

Leaders Forum 13 welcomes **Regatta Ltd** and **Wilson Cooke Marketing Ltd**.

and finally, Entrepreneurs Board 1 welcomes **Want to Learn**.

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Learning with one of the Greatest Leaders of our Time - by Brian Chernetz.

Over a hundred Academy members recently had the privilege of hearing one of the greatest leaders of our time share his own insights on leadership during times of dramatic change. F W de Klerk provided the keynote speech at the Southern Regional Conference which took place at the stunning Warren House in Kingstons.

Following the resignation of President P W Botha in 1989, Mr de Klerk served as State President until President Nelson Mandela's inauguration in 1994. During this period he initiated and presided over the inclusive negotiations that led to the dismantling of "apartheid" and the adoption of South Africa's first fully democratic constitution in December 1993.

The Nobel Committee that same year made an inspired choice by selecting ANC President Nelson Mandela and State President F.W. de Klerk to share the Nobel Peace Prize, "for their work for the peaceful termination of the apartheid regime, and for laying the foundations for a new democratic South Africa." In addition to his former well-known role, Mr de Klerk is also the Head of the Global Leadership Foundation.



What better exemplar to inspire leaders to achieve their dreams against a backdrop of insurmountable odds than the man who realised the dreams of a nation.

[Read the full story on www.chiefexecutive.com](http://www.chiefexecutive.com) >> [\[http://www.chiefexecutive.com/display_article.asp?id=37073\]](http://www.chiefexecutive.com/display_article.asp?id=37073)

The Entrepreneurs Board Gets Off to a Flying Start!.



Last month saw the introduction of a new product for The Academy for Chief Executives, namely, The Entrepreneurs Board. Although the official launch is set for the Autumn, four groups in the South have already got off the ground.

Managing Director, Mike Burnage, commented "We're delighted with the early success of our new product and firmly believe that this new offering, adapted from our highly proven and successful Academy process is absolutely right for today's market."

The Entrepreneurs Board is a flexible programme which can be melded around the individual needs of owners and leaders of today's small to medium sized businesses. It's an experiential learning forum where like-minded business leaders meet to test ideas, investigate opportunities and learn from each other. [Read the full story on www.chiefexecutive.com](http://www.chiefexecutive.com) >> [\[http://www.chiefexecutive.com/display_article.asp?id=37075\]](http://www.chiefexecutive.com/display_article.asp?id=37075)

Useful Links

Open Events - Your opportunity to meet members of The Academy for Chief Executives, hear an expert speaker and find out why it's so important to spend time working ON your business, not just IN it. [\[http://www.chiefexecutive.com/events.asp\]](http://www.chiefexecutive.com/events.asp)

Member Case Studies - real members telling real stories of how being a part of our community has contributed to their success. [\[http://www.chiefexecutive.com/case_studies.asp\]](http://www.chiefexecutive.com/case_studies.asp)

Find a Group Near You - find the Academy group located closest to you [\[http://www.chiefexecutive.com/interactive_map.html\]](http://www.chiefexecutive.com/interactive_map.html)

The Academy Blog - articles, stories and opinions from the Academy community [\[http://www.chiefexecutive.com/blog.asp\]](http://www.chiefexecutive.com/blog.asp)



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It *really* doesn't have to be lonely at the top - call us today to find out how becoming a member can inspire you to achieve your full potential.

Tel: 0870 228 3369 or email: membership@chiefexecutive.com.

Thought of the month:

"Don't tell people how to do things.

Tell them what to do and let them surprise you with their results." (George Patton)