

# MDHUB Programme of Events and Business Support services

May – December 2022



## It's been a long time coming...

**But we are delighted to be able to look forward and plan our MDHUB Programmes for you right through to the end of 2022.**

Sitting with the challenges that the last 2 years have left us all with, our key focus over the coming months is on your individual and employee wellbeing and engagement, whether you are scaling up ,calming down ,re prioritising or maybe even considering your business exit. Or just glad to be catching your breath.

We are particularly excited to be introducing some new faces and topics to support you alongside a number of new business leaders who have recently joined us.

As we head towards 21 years of trading in 2023, originally as the HUB 100 and now as the MDHUB ,Phil and I have been reflecting on the amazing business leaders and their teams who we have been incredibly privileged to work with during this time.

And all of the huge economic ,social, environmental and technological changes that we have worked through with many of you over these years which have included two recessions, five prime ministers, Brexit, and more recently, navigating the pandemic and our unexpected migration onto ZOOM.

it has been an extraordinary time and it has been both a great and unimagined learning experience for us as an organisation and yourselves as Members.

MDHUGS

**Fi**

A handwritten signature in black ink, appearing to be 'Fiona Shafer'. The signature is fluid and cursive, with a large initial 'F' and 'S'.

**Fiona Shafer – Managing Director**

# Wild Card Programme

May – December 2022



## Managing Employee Absence Fairly

Facilitated by **Catherine Parsons** - Director of 360 HR

**In the wake of a global pandemic, the direct link between our employees' health and wellbeing and our ability to continue 'business as usual' is clearer than ever. The impact of time lost to ill health can be huge but all too often it is seen as something out of our control.**

This workgroup has been designed to shed light on this tricky topic and give you the confidence to know when to act and what to do when ill health starts to erode regular and reliable service ; whether the issue is a physical condition, mental health or even a disability.

- When it comes to employees' health, what are we allowed to ask?
- Can we talk about it when we recruit people?
- Can it ever be a fair reason to end someone's employment?
- What about the impact the issue is having on everyone else who is covering?
- And what if I have reason to believe the sickness may not be genuine?

We will explore how to have better conversations with your people about their health and provide a practical, step by step approach to managing sickness absence fairly without losing sight of the needs of your business.

**Date:** **Thursday 16th June**  
2.30 p.m – 4.30 p.m

**Venue:** **Zoom**  
Places limited to 8

**Facilitator:** **Catherine Parsons**  
[View profile](#)

**Register:** [Email Catherine](#)



John Pearse, (PhD, C.Psychol, AFBPS) is a chartered psychologist with considerable experience in the field of forensic and research psychology and has published a number of scientific papers and a book in this area including 'Investigating Terrorism: current political, legal and psychological issues', published by Wiley.

After 30 years as a detective at New Scotland Yard he formed his own training company specialising in communication skills, evaluating truthfulness and emotional skills and competencies.

A Sussex resident who enjoys walking - which is how he bumped into Fiona and why he stands before you today...

## Emotional Skills for Leaders

Facilitated by Dr John Pearse

**This series of six training based workgroups is based on decades of scientific research that focuses on emotions and seeks to provide an understanding of the knowledge, skills and application necessary to master the principles of emotional intelligence and emotional awareness. It has been employed throughout the world and was used quite recently in the Disney/Pixar animated film on family emotions – 'Inside Out'**

These workgroups will develop your ability to recognise real (even hidden) emotions in real time in order to help you build and maintain constructive and rewarding relationships. You will learn to recognise universal facial expressions (including fleeting micro-expressions), to enable you to better understand what other people are feeling.

In the first instance, the course is designed to help you become aware of your own emotions before moving on to the emotions of others. This requires a thorough knowledge of four crucial stages to help develop emotional competency:

### **Self Awareness**

- Recognise your own emotions and physiology
- Explore your emotional triggers
- Understand and recognise how appropriate your emotions are in the 'heat' of the moment – especially those that you may regret
- Learn attentiveness and how to stay focused
- Discover how your emotions can spread and impact others

### **Self Management**

- Develop strategies to prepare for and manage your emotions in any context
- Learn how to deal with strong emotions
- Discover how to remain calm under stressful circumstances
- Understand the role and importance of memory others

*Continued on next page...*

**Date:** **Wed 25th May**  
10 a.m – 1 p.m

This will be the first of a series of 6 x 3 hour sessions.

The dates and venues for the follow on sessions will be agreed within the group on May 25th.

**Venue:** **MDHUB Offices at Horsted Keynes**  
Places limited to 8

**Facilitator:** **Dr John Pearse**

**Register:** **Email John**

#### **Social Awareness**

- Read the facial emotions in others
- Identify important body language signals in others
- Improve your level of empathy to foster harmony and better relationships
- Deploy emotional intelligence awareness to become a skilled interviewer.

#### **At the end of this series of you will be able to:**

- Understand how emotion works
- Recognise what triggers your emotions
- Become aware of your emotional state
- Develop your emotional management skills
- Recognise emotions (even hidden ones) in others to foster deeper understanding
- Build constructive professional and personal relationships

#### **Social Interaction**

- Managing difficult clients / customers
- Resolving disputes
- High stake interviews and negotiations
- Helping a troubled friend / colleague



## Unlocking the Mysteries of Employee Behaviour

Facilitated by Sarah Wilcox and Catherine Parsons

### Back by popular demand

- Do you ever feel that whilst you are on the same team you are pulling in the opposite direction?
- As the leader in your business, do you ever feel like you spend more time dealing with staff challenges than anything else?
- That unhappiness between colleagues affects productivity?
- That maybe when staff try to hide a problem it leaks out in other ways?
- And when you face challenges in your business, you're not sure how much to share with your team when asking them for help?

If so, you are not alone. The people that make up your business are the key to your success, but supporting them and maintaining focus on the business can be a real challenge.

In this series of 6 Wild card groups, we will work with you to unlock the mysteries of employee behaviour, gaining co-operation and achieving harmonious working relationships.

### During this Wild card workgroup we will:

- Explore the types of behaviours that we find.... less than helpful.
- Investigate what might be driving those behaviours and creating conflicts.
- Examine our own behaviours as leaders and the effect we might be having.
- Discover a range of tools and techniques to help us understand what is going on and apply the best approach for challenging situations.

**Dates:** This is a series of 6 sequential 2 Hour sessions starting in June.

Commencing on June 22nd, the future 5 dates will be agreed and set by the members of the group at this inaugural session.

**Wed 22nd June**  
2.30pm - 4.30 p.m

**Venue:** Zoom  
Places limited to 8

**Facilitators:** Sarah Wilcox  
[Sarah's Profile](#)  
Catherine Parsons  
[View profile](#)

**Register:** [Email Sarah](#)



## A Beginners Guide to The Circular Economy

Facilitated by: **Dougal Fleming** presenter and founder of **@Rewild Economics**, supported by **Kerry Kyriacou** and **Phil Green**

A series of 6 sessions that will take you through the 3 key principles of The Circular Economy, that will allow you to start re-thinking your business model in ways you may never have imagined.

How can we combine the need to make money, with a sense of social justice, whilst living through a climate emergency?

**Each session will cover a specific topic:**

1. An introduction to the Circular Economy
2. **Principle 1:** Design out Waste and Pollution
3. **Principle 2:** Keep Products and materials in use
4. **Principle 3:** Regenerate natural systems
5. Reflection & Activity Workgroup
6. Outcomes and Action Points

**Note:** There will be a 30 minute phone call direct with Douglass for each attendee prior to the Introductory session, so that Douglass can understand more about you, your business and what you would like to achieve from the sessions.

**Dates:** This is a series of 6 sequential 2 Hour sessions starting in July.

Commencing on July 6th, the future 5 dates will be agreed and set by the members of the group at this inaugural session.

**Wed 6th July**  
10.30pm - 12.30 p.m

**Venue:** **MDHUB Office – Horsted Keynes**  
Places limited to 8

**Facilitator:** **Dougal Fleming** - Thought Leader and presenter

**Register:** **Email Fiona**



**Date:** **Thursday 13th July**  
12 p.m – 2 p.m

**Thursday 14th Sept**  
12 p.m – 2 p.m

**Venue:** **MDHUB Office at  
Horsted Keynes**  
With a light lunch  
Places limited to 8

**Facilitator:** **Fiona Shafer**  
[View profile](#)

**Register:** [Email Fiona](#)

## The Happy Factor

**Falling in and out of love with your business...  
and back again**

**Facilitated by Fiona Shafer - MDHUB Managing Director**

**We often talk about the highs and lows of being an Entrepreneur in our workgroups.**

Although an informal measurement, our happy factor scores in our workgroups can be very revelatory of how we are truly feeling as a business owner not just to ourselves but to our fellow peers.

From the early days and excitement of setting up a new business, to navigating the emotional rollercoaster of growing pains, the loneliest of moments, to the flattest of moments when to all intent and purpose you are deemed successful but you are not really “feeling it” and then the great highs and deep satisfaction of having come through it all and it all feeling worthwhile – reminding you of why you would never, ever want to work for anyone else.

Your relationship with your business is probably one of the most important ones in your life and one that needs nurturing and investing in just as much as your personal ones.

It can be one of the hardest things to ever admit that you are not enjoying your business but it is very normal and over the years, we have supported many business leaders in falling back in love with their businesses.

**At this workgroup we will explore :**

- Going back to the beginning – why do we want to work for ourselves?
- Recognising and breaking the patterns of falling in and out of love with your business.
- What would make it better right now?



## The Problem with but also the Power of... Pricing

Facilitated by Rob Day and Kerry Kyriacou - MDHUB

Have you ever wondered if you're charging the right amount for your product or service?

It's a common theme that crops up regularly in MDHUB workgroups and it's one that can be tricky to answer.

**This wild card will cover:**

- Finding that 'sweet spot' pricing
- Should you charge what you think is the going market rate or should you base your pricing on the value that you actually deliver?
- How do we manage the rising prices of our supplies & overheads with the need to increase our prices/rates, without scaring off your existing or prospective customers?
- What pricing strategies have worked for you?
- How driven are you by profit margins when re-evaluating your pricing policy or strategy?

Join Rob Day and Kerry Kyriacou on this fascinating subject and see if you can find your sweet spot pricing.

**Date:** Wednesday 15th June  
3 p.m – 5 p.m

Wednesday 20th July  
3 p.m – 5 p.m

**Venue:** Zoom  
Places limited to 8

**Facilitators:** Rob Day  
[View profile](#)

Kerry Kyriacou  
[View profile](#)

**Register:** [Email Rob](#)



## The Great Escape - How to exit your Business

Facilitated by **Phil Green** - Director of MDHUB

**Selling your company or business is a massive decision, you have poured your heart and soul into the business for many years to get to this stage.**

- Are you ready to sell – Psychologically and structurally?
- Are you ready, is the company ready and are your company records ready to be poured over by due diligence accountants and lawyers?
- Why are you selling? Is it from a position of strength or a position of weakness?
- What will you achieve from a sale and how quickly?
- Could you achieve a better result with a bit of planning, time and perhaps some investment?
- Is a company sale your ultimate goal? If so ,this workshop will help you develop the strategy and plan for the sale of the business.

We will run through the preparation steps from ownership structures and sales options to business planning and diligence preparation.

A well-thought plan will make the difference between a basic result and really achieving what you deserve from your business.

**Date:** **Friday 8th July**  
10.30am – 12.30 p.m

**Tuesday 20th September**  
10.30am – 12.30 p.m

**Venue:** **MDHUB Office at Horsted Keynes**  
Places limited to 8

**Facilitator:** **Phil Green**  
[Phil's Profile](#)

**Register:** [Email Phil](#)



## The Secret of Succession Planning...lies within you

Facilitated by **Phil Green** - Director of MDHUB

**You have steered the business to where it is, no doubt with much blood, sweat and tears on the way. Now you are starting to think about the future.**

Whether that future involves reducing your role and personal pressure or an ultimate sale you need to have built a solid team around you.

This session will help you identify the roles you need, the work you must pass over and how to set up the structures so that the business works with a light touch from you.

We will also identify gaps in your team, either in people or knowledge and help you start planning to get the team at the right level.

We will also touch on potential succession tools including shares, management buyout and employee ownership.

Ultimately you need to make yourself (almost completely) redundant

This session sets you thinking about how to achieve the best result for you and your team.

**Date:** **Thursday 28th July**  
10.30am – 12.30 p.m

**Wednesday 19th October**  
10.30am – 12.30 p.m

**Venue:** **MDHUB Office at  
Horsted Keynes**  
Places limited to 8

**Facilitator:** **Phil Green**  
[Phil's Profile](#)

**Register:** [Email Phil](#)



## Growth Mythology – How to Scale up your business?

Facilitated by **Phil Green** - Director of MDHUB

**Your business has been going well but you need to scale it up quickly to achieve real value from the business.**

- The skills and bloody-minded effort needed to start a business need to change as you build to real scale.
- How important is an ability to scale a business or the ability of a business to operate at scale – why do you need to think about it?
- What does scaling really involve and what does scale mean to different people – business owners, potential investors, and potential buyers.

In this session we cover the understanding of the importance of scale for certain scenarios, we also look at the key areas you need to review.

Including your own leadership style, strategic planning, KPIs and management information and cash and financing.

**Date:** **Tuesday 6th September**  
10am – 12 p.m

**Thursday 15th September**  
10am – 12 p.m

**Venue:** **MDHUB Office at**  
**Horsted Keynes**  
Places limited to 8

**Facilitator:** **Phil Green**  
**[Phil's Profile](#)**

**Register:** **[Email Phil](#)**

# MDHUB Leaders Lunch & Awards

Thursday 20th October 12 - 4pm

Hendall Manor Barns, Heron's Ghyll, East Sussex.

## MDHUB Leaders Lunch & Awards

Thursday 20th October – 12 – 4p.m

Hendall Manor Barns at Heron's Ghyll, East Sussex.

- We are delighted to be returning to the fabulous setting of Hendall Manor Barns for our celebratory lunch and Awards .
- This will be a fabulous opportunity to meet fellow Members and to recognise and celebrate your achievements.
- There are 100 places available for MDHUB Members and invitations will be sent out in the early Summer.
- Sponsorship opportunities will also be available for this event nearer the time.



## MDHUB Services

We are not just about Peer workgroups...

## So, what else does the MDHUB Offer?

Phil and I are very proud of the very talented and multi-disciplined team of highly experienced and trusted business professionals that we have grown during this time, many of whom you have worked with and are, currently working with to assist your business growth.

The following services are available to purchase in a series of packages of between 3,6,9 and 12 hours at a special MDHUB Member rate:

- Management Coaching
- Business Review
- Business Planning
- Financial Review
- Mediation
- Psychometric Testing
- Mergers and Acquisitions Advice
- Assistance with Raising Finance
- Digital Reviews
- Change Management

### We also offer:

- HR Advisory support and Training in partnership with 360 HR
- Bespoke Advisory projects
- Leadership and Management Training
- [Non Exec Advisory Services](#) to support your Board
- [Strategy Days](#)
- [Futurehub](#) – our 12 month Leadership programme for the Future Leaders in your business.
- [Hub Alpha](#) – our 12 month Leadership programme for High Growth businesses.
- ILM Leadership and management programmes in partnership with QED Training
- Introduction to Finance Training

For further details on all of the above and associated pricing, please email:

[fiona@mdhub.co.uk](mailto:fiona@mdhub.co.uk) or [phil.green@mdhub.co.uk](mailto:phil.green@mdhub.co.uk)

### Member rates for 121 Coaching, Mentoring, General Business Advice

Packages	Member pays
3 Hours @ £150.00	£450.00 plus VAT
6 Hours @ £145.00	£870.00 plus VAT
9 Hours @ £140.00	£1,260.00 plus VAT
12 Hours @ £135.00	£1,620.00 plus VAT

All mileage charged @ 0.45p / mile – to and from Member site plus parking.

### Non Member rates for 121 Coaching, Mentoring, General Business Advice

Packages	Non Member pays
3 Hours @ £175.00	£525.00 plus VAT
6 Hours @ £170.00	£1,020.00 plus VAT
9 Hours @ £165.00	£1,485.00 plus VAT
12 Hours @ £160.00	£1,920.00 plus VAT

All mileage charged @ 0.45p / mile – to and from Non Member site.

## Not an MDHUB Member yet?

### Membership offer for 2021 – 22 :

- Up to 12 x 2 Hour Peer Workgroups per annum
- Up to 12 x 2 Hour Wild cards – on current and topical themes.
- **\*NEW\*** : **MDHUB Business Book club** – online x 4 times a year for 2 hours
- Knowledge Updates :For HR , Finance , Grant Funding ,Leadership and Management articles and current trends.
- **Invitation** to our **Leaders Lunch and Awards** – Thursday 20th October – 12 – 4 p.m  
Hendall Manor Barns, Herons's Ghyll, East Sussex.
- **Invitation** to our **Christmas Gathering** - Wednesday 14<sup>th</sup> December – 6 – 9 p.m  
Ridgeview Wine Estate, Ditchling, West Sussex.

### Cost : £1,500.00 per annum plus VAT

The MDHUB 2021- 2022 membership year runs from November 1<sup>st</sup> 2021 to October 31<sup>st</sup> 2022.

Additional Directors are very welcome to join at an additional £50.00 a month plus VAT

EA / PA Membership is available at £50.00 a month plus VAT

Find out more about what about our [Members experiences](#) of joining the MDHUB

If you would like to talk to us about becoming an MDHUB Member or adding an additional Director to your current Membership , please email [fiona@mdhub.co.uk](mailto:fiona@mdhub.co.uk)

## Kind words

**“The enthusiasm and energy shown by each and every MD/CEO speaks volumes for the whole MDHUB concept.”**

**Rod Scott - Waer Systems**

**“We have our processes and teams in place and the next step is to go international.**

**Being members of the MDHUB means we get to work with “ The Greats.”**

**Rachel Walker and Kate Underdown  
of The Foldine**

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**“MD Hub has shown me how to 'raise my game' I look forward to accessing all of its services.”**

**Roisin Meredith - Wilding water Keffir**

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**“Thank you for all of your help with this. You are making a real difference in people’s lives, not least my own.”**

**John Thacker - Chariot House**



## **“A very welcome business short cut”**

**Paul Mason - MD of Nordell Ltd, Littlehampton**

**Participant on both the Escalator and Peer Networks programmes**

Winner of the Sussex Business Awards - Company of the year 2021

Winner of the MDHUB RESPECT 2020/ 21 Award for MD of the year

For further details on MDHUB : [www.mdhub.co.uk](http://www.mdhub.co.uk)

@ MDHUB 2022