



The Business School Welcomes You To Our December Newsletter

Hello and welcome to the December edition of the BCU Business School newsletter. We hope that you are keeping well and safe during these unprecedented times and wanted to inform you that we are on hand to support your business through this challenging period.

This edition focuses on **Leadership** and the importance it plays within your business.

We start by looking at the different leadership styles and the importance of knowing what style you use. This is followed by our tigerLAB Bites podcast, where we learn about **the concept of leader coaching with Dr. Chris Edger, Professor of Management Practice.**

We then introduce our Small Business Leadership Programme. This is a free, fully-funded 10-week programme that supports senior leaders in enhancing their business's resilience.

Our next article looks at Entrepreneurial leadership, self-development, business development, innovation, and business growth. It is followed by our second tigerLAB Bites Transforming Your Firm for Growth featuring Mark Gilman, Professor of SME Growth and Development. Mark takes us through why we need to understand growth, how to avoid low performance in SMEs and gives some practical steps you can take on board.

Finally, we have included a short survey for you as we are continuously trying to improve our newsletter and value your input.

Are You The Leader You Want To Be?

“Before you are a leader, success is all about growing yourself. When you become a leader, success is all about growing others”

Jack Welch. General Electric CEO, once named “Manager of the Century”



Whether you are leading a small team or a large organization, the leadership style you implement can greatly **impact your business's effectiveness**. It is imperative to know what your style is.

Although many different styles of leadership, the wise leader can flex between these as the situation demands.

Styles include:

1. Autocratic

Autocratic leaders believe they know more than others and make all the decisions with minimum input. Only effective when crucial decisions need to be made, and you have the most knowledge about the situation.

2. Authoritative

A confident leader who sets the way forward while engaging and energising others to follow. Helping the team understand where the company is going by explaining their thinking and not just issuing orders.

3. Pacesetting

This style describes a very driven leader who sets the pace and bars high to push their team at all times.

4. Democratic

Democratic leaders share information with employees about anything that affects their work responsibilities. They also seek employees' opinions before approving a final decision.

5. Coaching

A leader who coaches views people as a reservoir of talent to be developed and seeks to unlock people's potential.

6. Affiliative

This style pays attention to and supports the team, striving to open up a pipeline that connects them.

7. Laissez-Faire

This style allows your team to make its own decisions and works well when leading highly skilled, experienced employees who are self-starters and motivated.

If you are interested in improving your leadership abilities, then contact us regarding our **Small Business Leadership Programme**.

Advance Leader Coaching

In this episode of tigerLAB BITES!, we will learn about the **concept of leader coaching** with Dr. Chris Edger, Professor of Management Practice, who has recently co-written Advanced Leader Coaching. Chris takes us through the central premise of the book of **how leaders think and feel, affects how they behave with others, which affects their performance**.



BCU tigerLAB BITES! Episode 2: Professor Chris Edger; Advance Leader Coaching
Ft. Dean Smith, AVFC

Find Out More!

Small Business Leadership Programme

Helping Businesses Survive and Thrive Beyond COVID-19



SMALL BUSINESS LEADERSHIP PROGRAMME

Helping businesses to survive and thrive beyond COVID.

Register now

Small Business Charter logo, Birmingham City University logo, and Department for Business, Energy & Industrial Strategy logo.

Do you lead a small business? You and your business can now benefit from a **free, fully funded** new programme designed to **enhance your business's robustness and growth in challenging times.**

We are delighted to announce at BCU we are part of a consortium of business schools accredited by the **Small Business Charter (SBC)** and supported by the Department for Business, Energy & Industrial Strategy taking part in the Small Business Leadership Programme.

The Small Business Leadership Programme is a **free, fully-funded 10-week programme that supports senior leaders in enhancing their business's resilience and recovery from the impact of COVID-19.** It helps small and medium-sized businesses to **develop their potential for future growth and productivity.**

Participants will develop **strategic leadership skills** and the confidence to **make informed decisions to boost business performance.**

This programme will be delivered online by small business and enterprise experts from our business schools.

To take part, you need to be in a **senior management role for a business that has been operating for at least one year and has 5-249 employees in England.**

[Register Here](#)

You can also email for further information here:

BCBS Business Services bcbsbusiness.services@bcu.ac.uk

The Key to Unlocking your Business Growth – PSP Diagnostic



Entrepreneurial leadership is all about **self-development, business development, innovation, and business growth.**

To lead your business effectively, you need insight into your own leadership style and the impact you have on others, an ability to focus and provide direction to take your team with you, and resilience to face the inevitable challenges ahead.

Equally, to drive your business strategy, you need **insight into where you are with your business right now, focus on what areas you will need to**

develop, and an innovative approach to help give your products or services the competitive edge to sustain your business into the future.

This is where the **Promoting Sustainable Performance** diagnostic tool can help you.

This initiative is designed to allow SMEs to gain a snapshot of their business to overcome **obstacles and barriers to growth, identify new development opportunities, and ways to increase their sustainable performance.**

Our in-depth analysis and facilitated review are offered by one of our experienced business advisors who will share the results and identify new areas for development and growth. This is followed by **12 hours of free advice and assistance** to create a comprehensive business strategy to help SMEs **grow faster, work more effectively, and thus perform more competitively.**

Our team are here to guide you through the process. For more information, please contact: Vivien.Hall@bcu.ac.uk.

Find Out More

Transforming Your Firm for Growth

In this episode of tigerLAB BITES!, we will learn about **transforming your firm for growth** with Mark Gilman, Professor of SME Growth and Development. Mark takes us through on **why we need to understand growth, how to avoid low performance in SMEs and gives some practical steps that SMEs can take on board.**



BCU tigerLAB BITES! Episode 3: Professor Mark Gilman; Transforming your firm for Growth

[Find Out More](#)

Survey



We would love to hear your views:

What is your overall satisfaction with the newsletter?

[Very Satisfied](#)

[Somewhat Satisfied](#)

[Neutral](#)

[Somewhat Dissatisfied](#)

[Very Dissatisfied](#)

How relevant do you find the newsletter?

[Very Relevant](#)

[Somewhat Relevant](#)

[Not At All Relevant](#)

If you would like any further information on any of the information contained in this newsletter or how we may be able to assist you and your business, then please contact us at: bcbsbusiness.services@bcu.ac.uk

We wish you all a Merry Christmas and our best wishes for a happy & successful 2021!

Our mailing address is:

bcbsbusiness.services@bcu.ac.uk

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