

General Management Services

Level 1 –Senior Team Effectiveness

What Is It?

'Level 1' is an introduction to Senior Team Effectiveness, one of the basic principles of General Management. Team effectiveness is a very important factor behind successful organisations and the most important team is the Board of Directors or the Senior Management Team.

The role of the General Manager is, quite simply, to make sure that the organisation meets its goals. In order for this to happen the top team must be clear about the goals they want to achieve and the link between key parameters. Establishing a list of around 10 key performance indicators will usually ensure a "balanced" performance is achieved. The key performance indicators will cover such things as strategic initiatives, customer satisfaction, employee motivation, revenue growth, product, development, gross margins, expenses, cash collection, profit before tax, company value and so on.

The important concept is that most key performance goals can only be achieved by separate functions working together. Customer satisfaction is achieved when all the customer facing functions in the organisation understand the impact they can have to increase or decrease this key measure of performance. Customer satisfaction objectives are achieved through senior team leadership. The same is true for all other key performance indicators.

What are the advantages to my organisation?

- **Experienced General Management:** Your team will be able to work with an experienced General Manager and learn some of the key principles in getting different functions to work together.
- **Cost Effective:** Most small and medium sized businesses do not have a need for a full time General Manager. With the EBS service a client can use the services on an hourly basis – for instance to facilitate a senior team meeting, or putting together a business plan.
- **Senior Management Development:** Our General Management professionals are experienced business coaches who can help grow the knowledge, skills and confidence of the whole team as well as specific individuals.

What Is Included?

An experienced EBS General Management professional will carry out an audit of the company board structure and the processes operating at board level. The current measures of performance will be reviewed and recommendations made on ways to improve operational effectiveness. The following items will be included:-

- **Strategy** – where should the business be in 3-5 years
- **Marketing** – does the business clearly understand its marketing position
- **KPIs** - are the key business parameters understood and agreed
- **Goals** - does the business have clear goals
- **Planning** – is there a robust business plan for the current year
- **Teamwork** – is there evidence of senior team members working well together
- **Team Roles** - are there clearly defined roles at senior level
- **Responsibilities** - it clear who is responsible for the key functions
- **Processes** – are the key processes in the business defined and used
- **Sales** - are there a clearly defined sales goals, responsibilities and processes

How Do We Work?

The work will be carried out by an experienced EBS General Manager who would carry out a series of in depth interviews with the Directors and observe a board meeting in action. In total, two complete days will be spent on site and a full written report with recommendations will be presented to the Board of Directors.

What Does It Cost?

The EBS Senior Team Effectiveness service is charged at a **fixed price of £2,000 + VAT**.

About EBS General Management Services

EBS General Management is a specialist area of service from EBS Management Resources, a multi-disciplinary provider of business support services to companies with 15 - 100 employees. Service portfolios are provided for the key functions of Human Resources, Occupational Health, Marketing, Sales and General Management. EBS clients cover a wide range of industries and include Dayla, Bucks Net Services, Nottingham Forest Football Club and Red Door Communications.

The complete set of EBS General Management services includes:

- Level 1 – Senior Team Effectiveness
- Level 2 – Business Process Definition
- Level 3 – Leadership Training and Training in the Role of a Director
- Level 4 – Enhancing the Performance of The Senior Management Team
- Level 5 – Company Strategy and Business Planning

For more information on this service, please contact us on 01844 211084, or visit our website: www.ebs-management.co.uk.