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Branch Chairman Jonathan Bailey writes:

## Made By Britain - our MP's would like your help



Over recent days the Business Secretary, Vince Cable, has launched an initiative to identify "Made By Britain" companies. Custard creams, fish fingers and toilet rolls, together with Aga cookers, Land Rover and Rolls-Royce Trent engines, have already been identified among the initial 40 nominations by MP's to represent the best of their local design and manufacturing.

Over the summer recess MPs have been set a 'homework' project to go on the hunt for tales of manufacturing ingenuity and innovation. And the IoD in MK is helping our MPs Mark Lancaster and Iain Stewart in this quest.

This is a long overdue idea. We have a great deal to celebrate in this country and I'm sure there is going to be quite a list of enterprises in MK that will fit Vince Cable's criteria. At the moment the criteria of 'manufacturing' seems to be quite wide so I don't think we'll have any difficulty identifying suitable candidates.

If your company would like to be considered, or you know of a company that should be considered, then please contact me.

**Jonathan Bailey, Chair, IoD MK**  
chair.miltonkeynes@iod.net

## Dinner with Red Bull Racing at Chicheley Hall

Joint Dinner with ACCA, sponsored by Findlay Cameron, at Chicheley Hall, Chicheley, Newport Pagnell, Tuesday 8 November – arrival drinks at 6.30 pm

Red Bull Racing have very nearly clinched the two F1 titles for the second year in a row. Steve Nevey, Business Development Manager for Red Bull, will be joining us to explain how their single minded focus and concentrated team effort has enabled them to achieve this remarkable success.



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## Could you be our next Branch Chairman?

In April of next year Jonathan Bailey will have completed three very successful years as our Branch Chairman and will come to the end of his term in office.

With that comes the opportunity for you to consider whether this is the time and a way in which you could give something back to the IoD and business more generally in Milton Keynes and the south east.

The opportunity is open to any member of the Milton Keynes Branch for this voluntary position. This is a truly rewarding role and brings with it the opportunity to become the 'voice of the IoD' in this area. Supported by the active involvement of your Branch Committee you will also be a full member of the IoD South Regional Committee.

For more information, please feel free to

contact the current Branch Chairman for an informal chat at: [chair.miltonkeynes@iod.net](mailto:chair.miltonkeynes@iod.net) or call him on: **07739 140222**.

If you are interested or know of someone who would be a good candidate, please contact Rodger Broad, Regional Director at: [rodger.broad@iod.com](mailto:rodger.broad@iod.com) or call him on: **0118 900 0532**. Closing date for all applications is 31st October 2011.

# Alice Maynard – Chartered Director

Dr Alice Maynard is the chair of Scope, a social change organisation with a vision of a world where disabled people have the same opportunities to fulfil their life ambitions as non-disabled people. She is also founder and managing director of Future Inclusion, a well-respected management consultancy on inclusive practice, so some would feel that she has more than enough to occupy her time. However Alice sees things from a different perspective.

Alice says: "I'm a firm believer in lifelong learning, so the idea of continuing professional development has always had great appeal and is part of my overall work ethic. It's not simply collecting qualifications for the sake of it, you must have a goal and mine is to expand my personal attraction as a director to other companies as well as building and honing my skill set." She has already completed a BA in Language, an MBA from Ashridge Business School, and was recently awarded an Executive Doctorate in transport economics from Cranfield University School of Management, so, in Alice's view, it made sense to continue her studies.

Beginning in January 2010

she started studying for the Institute's Chartered Director qualification which is a three part programme designed to enhance personal skills and improve an organisation's performance. The process is that the role of a director is split into its component parts as separate modules – strategy, marketing, HR, company structure, etc. This forms the basis of the Certificate in Company Direction. The next stage enables candidates to put all these elements together in a practical way over an intensive 3-day exercise using case studies with participants running a company as its board. This is followed by an IoD structured exam to give candidates the Diploma in Company Direction. Equipped with these two parts they then go forward to a final interview based on their personal experience as a director.

Having achieved this success, Alice believes the experience will help greatly with her work with Scope, her management consultancy and, importantly, open the door for opportunities to take the role as a paid non-exec director. "This means that I'm in a better position to combine my chartered directorship with the skills, knowledge and



experience gained in multi-national companies, public and private sector bodies, the voluntary sector and academic institutions. So my horizons have broadened again and I'm

unlikely to stop looking forward."

If Alice's experience obtaining Chartered Director has whetted your appetite, you can find more information on the IoD website.

## Christmas Wine Tasting – 1 December 2011

**Do you enjoy a glass of wine? Do you know about the colour and fragrance of a glass of wine, or whether it has got legs? Would you like to know how to choose some special wines for Christmas?**

Join us on 01 December when Peter Turner will take you through a process to develop a discerning palette and clear understanding of how to find a wine you enjoy.

Peter is a writer and judge, and has undertaken a large number of wine tasting qualifications under the Wines and Spirits Education Trust. He writes for Maybe Magazine locally as well as for his own website [www.thedrinker.co.uk](http://www.thedrinker.co.uk).

He is a judge for the International Wines and Spirits Competition specialising in sherry and fortified wines and has judged in the National Bottled Beer of the Year and National Cider of the Year competitions run by the Campaign for Real Ale.

Join us at the National Badminton Centre, Loughton Lodge, on 01 December; see enclosed Event Booking form for further details.



# Tomorrow's Leaders Today

By Chris Dodson OBE, Chairman, IoD South

We can feel very proud of what we are achieving through our intervention with our local schools. Many of you are school governors, mentors, volunteers and otherwise contribute to various programmes such as Young Enterprise. The TeenTech® concept, that we pioneered in Berkshire working in partnership with Maggie Philbin (Tomorrows World), the IET and local government resources, with some seed corn funding raised by the Berkshire Branch, has started to spread across the country. The event has been running in Berkshire for 3 years, was held in Hull with support from the IoD in Yorkshire in July, is to be held in Kent in September with support from our local IoD Branch, is due to be held in Surrey in June next year under the stewardship of our IoD Surrey and West Thames Branches.

What is even more exciting is that the BBC has become the official media partner to the

event and is even considering using their London studios for one of the TeenTech® events next year - this time for young people in London schools. The event concept has attracted funding from Google and other well known companies who can see the importance of persuading our 13/14 year old students to consider a technical career at any level. You can track the success of this our enterprise by following [www.teentechevent.com](http://www.teentechevent.com).

It is the success of this concept that has set me thinking. We, the IoD, do not 'own' any initiatives in the education sector, we are always contributing to someone else's programme. Not that there is anything wrong in this, but perhaps we are missing a trick here?

We are supposed to be all about leadership and yet we do not interact with schools on this. We are all painfully aware of the lack of preparedness of our students

for their working life. Indeed most of the messages being received by our young people – easy living, fast promotion and fabulously wealthy within a very short period of time and of course, instant fame, is totally contrary to what they should aspire to! If we are to trade our way out of the difficult economic circumstances we find ourselves in, we need to identify each new generation of leaders, give them a route to learn the basics of business and then to reward excellence in their business leadership skills as they evolve.

It is not being said, but it is obvious that in order to create more employment, we need more leaders to employ more followers. We are preparing to launch a new programme - the **IoD Young Business Leadership Awards** ('YBLA') – across our Region and to include London. These awards will initially run for secondary education students but will eventually be extended to



include HE and University students. We intend to identify up to 2,000 students as YBLA winners in the South East in the next couple of years. This goal will need a significant number of us, as our existing business leaders, to provide input and help – I hope I can rely on your continued support in this flagship programme. Please make this as big a success as TeenTech® has been - come and join us!

If, or should I say when, we succeed we really do hope that the whole of the IoD will follow.

## Congratulations and Good Luck to our finalists in the UK Director of the Year Awards

The strength of business leadership in the London and the south east and the entries into our own Director of the Year Awards is yet again being recognised as we have no less than 7 of our Winners making it through to the UK Director of the Year Awards.

The UK Winners will be announced at the Awards Luncheon on Friday 23rd September in London – when I'm absolutely sure we all wish them well as they seek to become a 'winner among winners' and a UK Director of the Year.

## Final call for Director of the Year Nominations in London and South East

With just a few short weeks until the closing date for entries and the opportunity to win what are now acknowledged as the most prestigious awards for leaders in London and the south east, there is still a small window of opportunity for you to nominate someone you believe is deserving of an award. The Awards are open to both members and non-members of the IoD – self nomination is fully acceptable.

To make a Nomination simply go to:

[www.iod.com/south/awards](http://www.iod.com/south/awards) and complete the short form at Nominate.



Simon Bittcliffe Managing Director, Webmart Ltd., Winner – 2010 UK Director of the Year Award

### The 2011 finalists

**Stephen Boobyer** – Managing Director World of Books

**Roger Clark** – Chairman Beck Interiors Limited and the Beck Group Ltd.

**Christopher Crombie** – CEO Hobbycraft Group Ltd.

**Lesley Cowley** – CEO Nominet

**Kevin Kneebone** – Managing Director BACTEC International Limited

**Terry Sweeney** – CEO RM Education

**Bob Urie** – Chairman Mediplus

# Competing on value

Innovation should be spoken in the same breath as skills and productivity - our top business leaders and some Government leaders know this and have stressed the absolute need for innovation to underpin the drive to get the UK back on course – and then to keep it there!

Walk into the very best car dealers showroom and you will be greeted, offered coffee, and if you have children in tow, a safe play area to keep them occupied.

It's the human touch, the emotional points that make the difference in service innovation and entrepreneurship – or, as I was taught, “Reputation is the final differentiator”.

Or put another way, it is no longer sufficient to focus on reducing production costs to help the bottom line.

The innovative thought process is just one way to break away from the ‘trap’ in which competing businesses end up cutting prices and profit margins to gain business.

However, we all also know that when we buy a car, go in for a service or indeed simply go into a restaurant, we also look (and importantly remember!) the experience and ‘value’ of the product or service - and not just the appeal of the price tag. The higher we value the experience the more we are therefore willing to pay.

Fear of not knowing if an innovation idea or project will work out, coupled with the fear that seemingly high costs can severely damage a company if they are not soon recovered, hold back many SMEs.

What we therefore need are incentives to encourage SMEs to boost productivity and embrace innovation – the introduction of tax incentives that are easy to understand and access would be a start.

An example of how innovation need not cost that much, at least if well thought through, is highlighted in the popular myth that sees both Russian and American scientists confronting the same problem.

Their respective space programme teams found that conventional pens would not work in space - because of gravity.

The resulting story, and it really is a myth, still amply illustrates the point we are trying to make.

## So, what is innovation?

Experts describe it as the process of finding fresh solutions to problems by leveraging something new and breaking away from the norm. It is the process of constant change, and improvement usually involves breakthrough ideas and actions simultaneously adding value to the business and/or customer.



## An innovative myth

At the height of the space race, so popular legend has it, both NASA and Russian scientists realised that traditional pens would not function in space; there was a need for astronauts and cosmonauts to have another means of writing.

The Americans, it is said, spent years and millions of dollars developing a pen that would work in zero-gravity conditions, whilst their crafty Soviet counterparts simply handed their cosmonauts pencils; innovation at it's simplest form.

In actual fact such a pen was developed by the Fisher Pen Company at a reported investment of \$1M. It was ultimately to be used by both the Americans and Russians in their respective space programmes. The pen used nitrogen pressurised to 35 pounds per square inch within it's cartridge to ensure the constant delivery of ink to the nib, and required the development of a gellike solid ink which turned to liquid with the movement of the ballpoint.

# Funding still available for development in the South East



Funding to support the development of leadership and management capabilities of small and medium enterprises in the south east is still available.

If you are a company in the South with between 2 and 250 employees, you can apply for funding from the Leadership and Management Advisory Service to develop your organisation's leadership and people management skills and support your most important asset.

This funding is available to eligible companies in the South who:

- Have 2 to 250 full time equivalent employees
- Display the potential for high or fast growth, defined as;
  - if trading for more than 12 months and have the potential to increase turnover and/or number of employees by 20% each year for three years (or 60% at the end of 3 years)
  - if trading for less than 12 months and have the potential to achieve a turnover of £500,000 within three years of trading
  - are a Social Enterprise and have the potential to increase turnover and/or number of staff by 10% in each of the next 3 years (or 30% at the end of 3 years)

## Free impartial advice and no obligation

A qualified and experienced Leadership and Management Adviser will help you identify your own personal training and development requirements and offer a choice of flexible, tailored learning solutions to suit your individual and business needs as well as those of your colleagues.

Up to £1000 Leadership and Management matched funding can be put towards one or a combination of training solutions. For example, 50% of the cost of your or your colleagues training up to a maximum of £1000 of which can be used for:

- Workshops
- Online training
- Training programmes
- Tailored training options
- Peer learning
- Higher Education qualifications

**Applying is easy - just go to: [www.skillsoutheast.co.uk](http://www.skillsoutheast.co.uk) and complete the simple application form or e-mail: [info@skillsoutheast.co.uk](mailto:info@skillsoutheast.co.uk) for more information.**

# Security Innovation Exchange: USA/India/UK

**An essential event for companies in the Homeland Security sector.**

Tuesday 15 November 2011, Stamford Bridge, London 09:00 – 17:00



The USA and India represent key growth markets for the Homeland Security sectors offering validated opportunities for UK businesses to set up partnerships, joint ventures and share technology transfer with the private sector.

To provide a unique platform to facilitate these partnerships, UK Trade & Investment South East (UKTI) in partnership the Security Innovation & Technology Consortium (SITC) are running a "Meet the Buyer" event specifically for these sectors.

The event will bring together key decision makers from the private sector, Government & law enforcement agencies keen to meet UK suppliers and form commercial relationships over three continents.

Buyers and suppliers will be matched by capability and requirement; suppliers can pre-book individual 40 minute meetings.

## Who are the Buyers?

The Buyers are representatives (MDs/CEOs) from the private sector, Government & law enforcement agencies.

## Who should attend?

UK suppliers with capabilities in the following targeted sectors:

### Major Event Security

- Command & control
- Information flow
- Intelligence gathering
- Decision making

### First responder capabilities

- Biometrics & access control
- Physical security
- Standoff scanning/surveillance
- CBRNE

## Benefits of attending include:

- A designated 2x1.5m exhibition booth;
- The chance to build business relationships with high profile buyers with a genuine interest in partnering UK security companies and introducing their products and services in the market;
- The option to book additional meetings on the day (subject to availability);
- The opportunity to network with likeminded businesses;
- The option to attend interactive workshops on related subjects.

**Cost** Attendance at this event will cost £125 per company (maximum of two delegates per company). Refreshments, lunch and materials will be provided.

**Early Bird Discount Book** your place by Thursday 6th October 2011 and receive a £25 discount (Note; 5pm for telephone

bookings or Midnight for website bookings). This offer cannot be used with any other discount. Conditions apply for cancellation.

Please register your interest in this event as soon as possible:

Call: **08452 717 400** Visit: **[www.uktisoutheast.com](http://www.uktisoutheast.com)**  
or email: **[events@uktisoutheast.com](mailto:events@uktisoutheast.com)**



# Dragons Den Milton Keynes 2012

Arrangements are now underway for our sixth annual Dragons Den competition. This is an opportunity for students in Milton Keynes and South Northamptonshire to show off their entrepreneurial skills. Each team will make a presentation to highly experienced Dragons from senior positions in the business community. With considerable interest from schools in the area, we will hold heats before the top teams meet in the final.

Sponsors over previous years have included: Argos, BP, Dominos Pizza, the Open University, the Centre:MK, Northern Light and Bletchley Park. To add further depth to the whole experience we are seeking to expand the list of sponsors. We would also like to increase the number of mentors and Dragons.



Last years Dragons: Andy Emmerson of Dominoes Pizza, Zoe Raven of Acorn Childcare, Steve Nevey of Redbull Racing, Gavin Anderson of Baby TV

This is a prestigious competition with the winners and runners up receiving trophies and cheques for their school funds.

It is a marvellous opportunity to bring together our entrepreneurial students and senior members of the business community. It encourages students to think in a business-like manner and gives them the confidence to make a presentation to a business audience.

Any members who would like to sponsor the event, or would like to be a mentor or Dragon, should contact Jonathan Bailey on: [chair.miltonkeynes@iod.net](mailto:chair.miltonkeynes@iod.net)



Last years Dragons Den winners, Chenderit school, with runners-up Roade school, pictured with branch chairman Jonathan Bailey

Some of our previous Dragons Den sponsors:



## Breakfast Briefings

### Tuesday 04 October 2011

#### The Economic Development and Enterprise Brief for MK

Andrew Gearey has been Leader of MK Council since the elections in May of this year and will be reviewing his first few months in office and will be sharing his hopes and expectations for the future

He will be accompanied by David Hopkins who is the deputy leader of both the Conservative Group and of the Council and also carries the Economic Development and Enterprise brief.

### Thursday 27 October 2011



Simon Greenish  
CEO at Bletchley Park

Bletchley Park is the historic site of the secret British code breaking activities during WWII and the birthplace of the modern computer. Join us to hear about their plans to embark on a major fundraising challenge, and find out how local business will be able to get involved in the future development and support of this fascinating museum.

**Venue:** The Castlethorpe Suite, the Hilton Hotel, Kents Park, Milton Keynes

**Time:** 7.30 - 9.15 am

### Thursday 17 November 2011

#### How is the Olympics impacting BADMINTON England?

Adrian Christy, CEO of BADMINTON England, will be telling us about the effort and commitment that is being given to this sport in the build up to 2012.

With less than one year to go until the London 2012 Olympic and Paralympic Games, this is an incredibly exciting time for



British sport and BADMINTON England are proud to be playing their part.

Adrian will share details of how they are preparing for the Games and the many opportunities developed to engage with local communities in order to encourage more people to get involved in sport whether that be playing, coaching or volunteering.

He will also reflect on their recent hosting of the World Badminton Championships, their 'test' event for the Games, and provide some opportunities for businesses to be part of Milton Keynes Olympic sport.

# Are you making the most of your membership?

Too many members are unaware of the benefits to which they are entitled and therefore are not making best use of them. When conditions are tough, as they are now, we all need new ways of doing business and of becoming more efficient and innovative in all that we do, so please take a few minutes to read this brief outline of how we can help.

## IoD Information Services

Informed decisions are essential to your business success and your membership gives you access to a number of **FREE** information services; we can provide you with all the information resources you need.



## Online Business Information

[www.iod.com/ias](http://www.iod.com/ias)

Our website offers round-the-clock business information and advice, much of it free or at a discounted price.

## Directors' Information Gateway

[www.iod.com/dig](http://www.iod.com/dig)

Gain access to an extensive collection of business resources such as Who's Who online, various business guides, credit reports, and hand-picked internet resources. You have exclusive access to our service 'Directors' LX Personal' where you can take advantage of free, online practical advice on personal legal matters such as redundancy and divorce settlements. This also includes a specially negotiated rate if you would like to speak with a legal adviser over the telephone.

## Directors' Advisory Service

[www.iod.com/advisory](http://www.iod.com/advisory)

You can come to us for free, personally-tailored advice on such issues as law, finance, marketing and human resources, either face-to-face or by phone. You're entitled to four appointments a year of 30-45 minutes each.

## Directors' Tax Line

[www.iod.com/taxline](http://www.iod.com/taxline)

If you have a question relating to business tax, NIC and VAT you can give the expert consultants of Croner Consulting a call completely free up to 25 times a year. They will give you a prompt and authoritative solution and put your mind at rest.

## Directors' LAW Express

[www.iod.com/lawexpress](http://www.iod.com/lawexpress)

Your questions on employment, company and commercial law within the EU (and a few countries outside the EU) can be answered promptly thanks to expert solicitors from LAW Express, who are just a phone call away. It's a free service which you can use up to 25 times a year, with up to 20 minutes per call.



## Are you taking full advantage of the available benefits?

### FREE

- Meeting and Entertainment Facilities
- Information and Advice
- Airport Lounges
- IoD Communications
- IoD Business Directory

### DISCOUNTED

- Training Courses
- Events and Conferences
- Insurance
- Hotels/Travel Services
- Car Rental
- Reward Management

### EXCLUSIVE

- Private Meeting Rooms
- Networking
- Qualifications
- Hospitality
- Health Plans

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