

FROM DOOM TO BOOM

INTERNATIONALLY ACCLAIMED BUSINESS GURU BRINGS POST- RECESSION VISION TO THE SOUTH WEST

- **Business Strategy Master Class on 27th October 2009 at
Exeter Golf & Country Club, Countess Wear, Exeter from 09.30 to 16.30**

Business leaders are invited to a Beacon South West-hosted business strategy master class being held at Exeter Golf & Country Club on October 27.

John McMahon, founder director of top international business development consultancy Forum 21 will be on hand to help leading Beacon South West business directors identify what opportunities to exploit in order to ride out the recession and find further success.

The event, 'Fortune Favours the Prepared', will give attendees a new perspective on their businesses and a direction for future growth. Grounded in reality the day will include a wealth of practical examples and insights in to the business capabilities necessary for optimum performance. It will help attendees take stock and develop a vision for their business supported by a growth strategy; empowering them to act on their new plans.

John McMahon, an internationally acclaimed business expert with over 25 years' experience of advising businesses, has worked with over 200 businesses in the UK and consulted extensively in Europe, the USA and Asia as well as undertaken assignments on behalf of the EU, the World Bank and the UN.

Sue Baker, project director of Beacon South West, said: "The practical element of the master class is aimed at helping businesses identify opportunities and seek clearer direction in the current climate. Our new economic landscape has undoubtedly lead to many companies being more proactive as they strive to survive, and we hope that with the consultancy skills of John McMahon, businesses will see how they can achieve significant results by taking stock of their assets."

John McMahon added: "Whether it's a matter of exploiting enhanced competitiveness in international markets or coping with reduced demand at home, the current climate calls for businesses to have renewed vigor, focus and enthusiasm in managing business. Adding value, handling change and managing 'business as usual' are all vital components for success, in challenging times. This master class will give firms in the South West the opportunity to take a step back and realise potential success."

The event is one of many activities hosted throughout the year by Beacon South West which bring business leaders together to share ideas and strategies that will lead to accelerated growth, not just for their own companies but that of the regional economy as a whole. To date, there are 217 companies with Beacon status, including Bristol International Airport, Dorset Cereals, Burts Potato Chips, Aardman Animations, UCAS, Mulberry, HJ Heinz Frozen Foods and the Midas Group.

If you would like to attend this event then please go to www.beaconsw.org or contact 0845 608 2323

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For further information, please contact:

Caroline Charles or Jess Lyons at Bray Leino PR, Tel: 0117 973 1173

ccharles@brayleino.co.uk or jlyons@brayleino.co.uk

Note to editors:

Further details available by visiting www.beaconsw.org

Beacon South West brings together some of the South West's most forward thinking and ambitious companies to promote success and spearhead the growth of the region.

A key business initiative of the South West of England Regional Development Agency (RDA), Beacon South West is an award given to those companies who can demonstrate outstanding achievement across a range of criteria, including significant improvements in productivity and performance, profitability, work culture and innovation.

Beacon South West members play an important role in cultivating enterprise excellence in the region.