



Minerva Training Associates in association with the Turnaround Management Association (UK) presents:

Fundamentals in Turnaround Management

Essential update for experienced professionals - City of London sponsored by



Suzanne Brooker, Partner - Head of recovery & Co-Partner Ian Searle stated;

"We are proud to be associated with this TMA initiative and impressed by the level and breadth of experience of the attendees. These enhance the lively interactive groups and networking opportunities"

Includes one year's membership of the Turnaround Management Association (UK) for new members. Unique CPD/CPE Accreditation Programme Certificate, upon completion.

The current exceptional circumstances in UK and World markets oblige executives to be aware of process and methodologies in corporate restructuring and Turnarounds. Managers and professionals at all levels urgently need to understand Turnaround before fast impending events overwhelm them.

"Fundamentals of Turnaround Management" will fast track busy professionals through the fundamentals of turnaround methodology and strategy implementation; they will learn to "Speak" Turnaround and be able to use tools and key learning's from the latest cases; they will upgrade their professional agenda of the Turnaround "who's who" and will get a clearer view of the new landscape of corporate structure and restructuring. Participants can learn to stay ahead of the curve - and the unexpected.

Testimonials	Principal Strengths
Global Top Six Accountants -Associate Director	"Theory & practice mix & knowledge"
Mgmt Consultancy Practice, Ireland – MD	"Content & networking"
Northwest Regional Fund – Investment Director	"Group dynamics & facilitators knowledge"
Members of the IFT - 2 Turnaround Specialists	"Breadth & tools in the programme"
UK Top Legal Practice – Consultant	"Hands on experience & small numbers"
Mgmt Consultancy Practice, Mexico - CEO	"Good materials & holistic approach"

Key benefits

- Understand the technical language and core concepts of Turnaround management
- Deal with the changes imposed on organisations in today's crisis conditions with increased confidence
- Use and apply a comprehensive Turnaround process map to own corporate or client situations
- Raise profile as "Trusted Advisor" in collaborations and for weighing options in turnaround strategy
- Employ strategic frameworks and knowledgeably contribute in Executive board, investor level and stakeholder collaboration

Agenda (**/++)

8:00 - 8:30	Registration, Networking
8:30 - 9:00	Welcome & Introductions TMA(UK) current / Past President / Director introduction
9:00 - 10:30	Session One - The Turnaround Process "TP" Map "An Overview" Diagnostics – "Work the problem" Strategy – "Plan the solution" Implementation "Executing the solution"
10:30 - 11:00	<i>Coffee & Networking Break</i>
11:00 - 12:30	Session Two – Top 3 methodologies The Quantitative Approach – You can manage what you can measure The Experiential Approach – Gut instinct The People & Process Approach – Human factor is key
12:30 - 13:30	<i>Luncheon & Networking</i>
13:30 - 15:00	Session Three – Key Drivers The role of the CRO – Critical Change Agent Anatomy of a Crisis - Behavioural Evolution vs. Business Logic The Value Break – From whose perspective?
15:00 - 15:30	<i>Coffee & Networking Break</i>
15:30 - 17:00	Session Four – Stakeholders & Other influences Strategy Formulation Other issues – TUPE / Pensions / COMI / Governance / Turnaround vs. Insolvency Mindset etc
17:00 - 17:30	Session Five What's Next? "Where is my next learning level?" Summary, Round Up, Q & A
** The Programme is designed to facilitate Peer Group Learning – some programme areas can take priority over other areas as a consequence. ++ The Programme features interactive tasks and case studies	

Thursday 28th January 2010,
Thursday 25th February 2010,
Thursday 29th April 2010,
Thursday 24th June 2010.

Who should attend

- Experienced professionals currently in corporate roles.
- Professional services practitioners from private equity.
- Accountants – Practice & Industry.
- Lawyers – Practice & Industry.
- Bank workout & support teams.
- Owner managers and Interim managers at CEO, CFO or COO level.
- Workforce planning and recruitment specialists

Why you should

- To gain business acumen for working in and around turnaround projects, a growing sector.
- To raise professional visibility and worth in today's market.
- Attendance includes one year's membership of TMA(UK)
- As a part of Continuing Professional development (CPD) and accreditation
- Time is tight ...

Methodology & Trust

The "Fundamentals in Turnaround Management" one day programme is structured in defined and complementary sessions. Morning sessions clarify definitions of Turnaround, essential Diagnostics, Best Practices and decision making criteria past vs. current situations. Afternoon modules build upon the morning sessions drilling into supporting topics.

The course assumes that programme participants are not "Empty vessels" and provides a framework of learning that draws on this group experience. Lecture style presentations form a part of the programme which uses cases, pre-work, peer group learning, open discussions, role play and practical exercises through accelerated learning. This approach increases the return on investment.

Participants on "Fundamentals in Turnaround Management" will receive complete documentation of all materials used, including cases, pre-work and follow-on study aids. The pace of learning is brisk and participants are expected to contribute actively when engaged in group work or joint exercises and when called upon by Facilitators. Peer group feedback is encouraged as part of the learning process and parts of the programme intentionally replicate inter group dynamics that mirror managing turnaround processes that require decision making against deadlines.

	<p>GUEST SPEAKER / NEW DIRECTOR OF MTA – Mark Blayney B.A (Hons), MBA, ACA, MIFT</p> <p>Author, Lecturer, Investor & Turnaround Practitioner. Accountant, former appt taking IP, former director of TMA(UK), member of the Institute of Turnaround with special status for SME businesses. Owner of Turnaroundhelp Limited and Creative Finance, an associate of Beer & Young. An established track record in all aspects of the Turnaround & Restructuring space.</p> <p>We also welcome Mark as a new director of Minerva Training Associates.</p>
	<p>EMAIL: markblayney@minervata.com WEB: www.minervata.com MOBILE: 07769 686 450 LINKED IN PROFILE: http://www.linkedin.com/in/markblayney</p>
	<p>FACILITATOR - Dominic Reibold B. Hum (Hons), MBA -Experienced interim manager leading processes in change management, performance management, engagement and retention of top talent with over 20 years' experience in people development. Recent projects include design and implementation of EMEA Sales Strategy for leading software vendor, Europe wide change management projects in no#1 electronics manufacturer, Europe-wide direct search process for senior Sales & Marketing roles in luxury car manufacturer and numerous enterprise wide projects and start-up in global locations. Mandates completed for PE and VC funds include operational turnaround and management due diligence. Has facilitated management seminars in over 40 countries in English and Spanish. MBA from Chicago Booth Director, Member, of Turnaround Management Association TMA(UK), Founder & CEO of Global Talent Implementation Ltd, Director of Minerva Training Associates Limited.</p>
	<p>EMAIL : dreibold@minervata.com WEB : www.minervata.com MOBILE: 07881 750 467 LINKED IN PROFILE: http://www.linkedin.com/in/dominicreibold</p>
	<p>FACILITATOR - David Alexander Hole BSc (Hons), MBA, MIPA, FABRP - A company director with 20 years hard core Turnaround and business recovery experience. A former appointment taking insolvency practitioner but now dedicated to preserving, salvaging and rescuing stakeholder value in businesses. Not sector specific and taking a holistic approach to fixing businesses. Forthright in his views with an evidenced track record saving and maximising corporate value at the point of crisis. Excellent negotiation and communication skills with internal and external stakeholders.MBA (Directors List) from Manchester Business School, Fellow of Association of Business Recovery Professionals (ABRP) (2000) Director, Member, Sponsor of Turnaround Management Association TMA(UK) – (2003), Founder & CEO of Alexander Business Consulting Ltd,Director of Minerva Training Associates Limited, Director of Greenfield Restructuring Services Limited.</p>
	<p>EMAIL : davidhole@minervata.com WEB : www.minervata.com MOBILE: 07976 758 246 LINKED IN PROFILE: http://www.linkedin.com/in/dahole</p>
	<p>TMA (UK) is an International affiliate of the TMA and has over 50 UK corporate sponsors, 12 UK regions, and 36 UK events a year; it is the only international association of its kind in the UK. With 42 chapters & 9,200 members globally. You can be as international or as local as you need to be with the TMA.</p> <p>The TMA has a broad-church membership policy and involves professionals interested in fixing businesses incl – lawyers, accountants, bankers, NED's, Interims, asset based lenders, change consultants, Insolvency practitioners, private equity, CRO, CFO,CEO, & COO, academics, students and government agencies.</p> <p>For more information on the Turnaround Management Association contact Pauline North or Hayley Kinlan - Tel / Fax: 0844 804 0116</p> <p>The UK site at www.tma-uk.org or The US site at www.turnaround.org</p>

Continuing professional development – CPD/CPE

We satisfy CPD/CPE of a variety of regulatory bodies. CPD/CPE requirements are notified to members by their regulatory bodies and any queries concerning CPE should be addressed to that regulatory body. We are also a registered member of the CPD certification service that has independently accredited all our programmes.

Members of professional bodies including the Institute of Chartered Accountants in England and Wales (ICAEW), the Insolvency Practitioners Association (IPA), the Association of Chartered Certified Accountants (ACCA), Solicitors Regulation Authority (SRA) and the Bar Council who attend this programme may contribute towards structured CPE /CPD.

Booking fees and payment details (All bookings are Online)

		<i>Ticket price*</i>	<i>Early Bird*</i>
Sponsored Participant	**LIMITED PLACES**Provides one place including lunch, a YEAR'S MEMBERSHIP OF TMA (UK) (for new members) complete documentation, CPD and programme certificate.	<i>£575 (Pitman's, London)</i> **TMA member price £465	N/A
Participant	Provides one place including lunch, complete documentation, a YEAR'S MEMBERSHIP OF TMA (UK) (for new members), CPD and programme certificate.	<i>£775 (London)</i> **TMA member price £665	<i>£720 (London)</i> **TMA member price £610

**** for current TMA(UK) members.**

*VAT is not applicable, a booking fee of £6.50 is payable

We will retain and use your personal data to provide you with information on our services. Your name and firm will be published in the delegate pack for every course you attend, unless otherwise stated.

Bookings will only be accepted with payment at:

Date	Online Booking URL:
Thursday, 28 th January, 2010	http://mtalondonjan.eventbrite.com
Thursday, 25 th February, 2010	http://mtalondonfeb.eventbrite.com
Thursday, 29 th April, 2010	http://mtalondonapr.eventbrite.com
Thursday, 24 th June, 2010	http://mtalondonjun.eventbrite.com

You will be taken to Google Checks secure checkout to complete the purchase.



Delegate substitutions permitted. Credit notes will only be issued if cancellations are received in writing no less than 3 working days prior to the date of the course. Refunds will not be available. A receipt will be issued. Changes to programme dates will be notified to delegates.

Queries related to bookings should be advised to Dominic Reibold on dreibold@minervata.com or **07881 750 467**

For more information on Turnaround Training & Business Simulations contact either Dominic, Mark or David

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