

PRD Partnership Ltd



Capabilities & Price List

The PRD Partnership is a South West based consultancy specialising in helping SMEs get their great ideas into the marketplace using a carefully selected mix of alternative and traditional methods. We provide help and advice in four main areas, within each area we provide workshops (accredited to either ILM levels 3,5 or to NVQ levels 3-5 as appropriate), consultancy, coaching and mentoring:

Creativity and Innovation

We can assist with the **generation of ideas** for new products, processes or services as well as the creation and calibration of an **innovation pipeline**, **management of creativity** and innovation processes as provide coaching and mentoring to both management and employees. Did you know that a group of only 6 people can generate 30-50 ideas in the time it takes to drink a cup of coffee and that the ratio of wacky to 'good ideas' is roughly 100 to 1? Do you know where your good ideas are likely to come from or how much your innovation programme is likely to cost or that you can use simple creative techniques in everyday contexts to boost business performance?

Planning and Strategy

We can help you get your plans into shape whether it is a **Strategic Plan** for your business, a **Business Plan** or a **Marketing Plan**. We have our own tried and tested tools, questionnaires, checklists and balanced scorecard as well as our own **Sticky Strategy** workshop that will have you creating a strategic plan for your business in under a day. If you need to create a plan for your bank, potential investors or just **get your story straight** for your employees or management team and create 'buy in' then we can help.

Leadership and Management

Leaders and Managers face a tough challenge in today's business world. We can help through coaching and mentoring, consultancy and workshops covering topics such as **managing change**, decision making, **leading innovation** and growth programmes, using management tools as well providing coaching and mentoring. Why not try our Futures programme for **predicting the future** or our **Intelligent Growth** and Knowledgeware programmes?

Coaching and Mentoring

As well as providing coaching and mentoring we are also able to assist you in setting up **your own coaching** and mentoring programmes or **action learning** groups. We cover all topics from listening and communication to goal setting and **action planning**.

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Pricing

The following workshops are examples of those on offer. We are able to offer workshops in all aspects of Creativity and Innovation, Business and Strategic planning, Leadership and Management, Coaching and Mentoring. Note all prices include expenses and travel within 30 minutes travelling time of the M4 motorway.

Workshops e.g. Bite Size Creativity, Business Creativity, Creating The Difference, Idea Generation, Sticky Strategy, Managing Change, Business Planning, Team Technology, Coaching & Mentoring (coaching the coach).

Price £750 + VAT per full day workshop or £400 + VAT per half day

Consultancy e.g. planning, reports, diagnostics, research and market research

Price £750 + VAT per day

Coaching can be purchased by the day, half day or hour as necessary. Hourly rates may incur travelling charges unless carried out via telephone.

Price £750 + VAT per day, £400 + VAT per half day or £100 + VAT per hour (plus travelling if appropriate).

Directors' Profiles

Roger Croft - Specialist in Strategy, Business Planning and Entrepreneurship

BSc (Transport, Distribution); PGCE; MBA (Entrepreneurship, business venturing)

Roger has over 20 years experience of starting and growing businesses. He has worked with the University of Bath, writing courses and tutoring for entrepreneurs, Leadership and Management. He also coordinated the SME programme Entrepreneurs South West and has worked with businesses to obtain both grant and investment funding.

Roger is also a qualified coach and Action Learning facilitator.

Derek Cheshire - Specialist in Business Creativity and Innovation

BSc (Hons); MBA

An expert in discovering creative and innovative solutions for businesses of all sizes and types, Derek specialises on developmental activities, managing Innovation, team building and cultural change. He focuses on the use of creativity as a business tool and the measurement of innovation. He also has a Diploma in Performance Coaching.

Derek's work covers Manufacturing and Engineering sectors as well as public and not for profit organisations. Recent assignments include working with a \$100 million business in Mexico and a supplier to the petrochemical industry.

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