



### How to run a successful coaching business

CoachCloud LLP

7th March 2011, 9am – 11.30am  
Zandra Moore, Jennifer Holloway, Zulfi Hussain MBE  
Regus, City West Business Park, Leeds LS12 6LN,

Spend a morning with CoachCloud learning some of the essentials you need to take the stress out of being your own boss! Our taster session will:

1. Give you the basics you need to start and run a business - the options you have and pros and cons of each.
2. Explain why selling is a big part of any successful coaching business – and boost your ability to do just that
3. Review of the different documentation you'll need to run your business – from T&Cs to coaching contracts

You will also have a chance to share your hopes (and perhaps even your fears) about running a successful coaching business with people who are in exactly the same boat.

FREE to attend to book please go to <http://coachcloud.eventbrite.com/>

For further CoachCloud events go to [www.coachcloud.co.uk](http://www.coachcloud.co.uk)



### Turning around Turnaround

Institute of Directors

29th March, 8am - 10am,  
Christine Elliott – CEO, Institute for Turnaround  
3 Albion Place Leeds

As Director of Bletchley Park, Christine Elliott saved a national treasure from obscurity and financial ruin. At the heart of the problems were conflicting agendas – a feature that she often sees in her role as CEO of the Institute for Turnaround, Europe's largest body for accredited practitioners – commonly known as company doctors.

What you will get from this seminar:-

- DIY tools for improving your competitiveness
- Lessons from turning around some of the UK's biggest names
- Common themes in turnaround
- Turnaround stories from some of Yorkshire's big brands

IoD Member Price £17.50, Non Member Price £24.50  
To book your place please contact suzanne on [od.yorkshire@iod.com](mailto:od.yorkshire@iod.com)

Salescakes Zandra Moore is the Vice Chairman for IoD West Yorkshire if you are interested in further IoD events please contact [zandra@salescake.com](mailto:zandra@salescake.com)



### Leading through changing business landscapes

Leeds University Business School

22<sup>nd</sup> February, 6.30 – 8pm  
Havana Abid, Senior Change Director,  
Lloyds Banking Group  
Yorkshire Bank Lecture Theatre, Leeds University Business School

With 20 years' experience in the UK financial services sector, Havana has a track record in leading and directing through changing landscapes. Her current role in part of the largest financial services integration programme in the world supporting the merger of HBOS into Lloyds Banking Group.

Havana is the former Director of Operations for Bradford and Bingley, Board member for a large Public Sector Housing Association and governing member of North of England Excellence.

This event is invitation only and is running as part of a group mentoring programme run by Salescake, The Global Talent Centre and Metier MCD. If you would like to attend please contact [zandra@salescake.com](mailto:zandra@salescake.com)