



Sue's innovative approaches to sales and marketing has enabled many SME's to "punch above their weight", such as enabling a micro business 100 times smaller than its closest competitor attain a 'Top Ten Achievers' placing based on turnover. As the Institute of Directors' Director Development Officer, she advises business leaders on the practical aspects of how organisations, teams and individuals can reach their full potential by recognising and developing their true competitive advantage: having skilled and motivated people.

Sue has worked with a variety of organisations, from Micro/SME's to multi-nationals operating in the global economy, in the private & public sectors. Her key skills focus on 2 vital areas for businesses: Sales & Marketing and Leadership. She has sold and marketed both products and services (from encyclopaedias to cars to people!) and now uses this experience to support SMEs to accelerate their business growth by increasing their "contact to contract" ratios (ie selling more, more quickly, more profitably).

Sue is now putting these skills to their ultimate test by designing and delivering the "Entrepreneurs Bootcamp™" which will be piloted in the West Country in 2006. She has enlisted successful entrepreneurs, business psychologists and the Royal Marines to teach budding entrepreneurs the "tricks of the trade" in 5 days whilst also giving them the chance to turn their dream into reality, resulting in high-growth businesses being set up in the city.

Sue's experience as a Facilitator and Project Manager has given her an insight into the advantages of using "Emotionally Intelligent" leadership styles to motivating people. Sue translates her experience through coaching and mentoring to provide pragmatic examples for directors and managers to enhance their leadership talent.

As well as working with businesses, Sue is also a regular public speaker, where she combines "infotainment" presentations to many business network events with her knowledge of varied learning methods to ensure the audience understands the message in a practical way. She also designs and delivers innovative learning workshops and seminars focused on organisational commercial goals whilst integrating individual career aspirations. Recent examples include:

- Initiating, designing & presenting Business Skills Open Workshops for the Plymouth Chamber of Commerce since 2004 & Cornwall Business School
- Chairing the Entrepreneurship Action Team for the Plymouth Business Growth project
- Designing & delivering tailored programmes to various businesses across the south west:
  - Action Learning workshops to build sales generation/conversion skills for a charity
  - Strategic Sales & Marketing Toolkit Workshops for the Institute of Directors
  - "Entrepreneurial Attributes & Behaviours" workshops for a Creative Entrepreneur's series
  - Sales & Marketing Action Learning Pilot for the CIPD Self-Employed Consultants Network
  - Business development skills for the Professions (training lawyers, accountants and architects how to sell)
  - Up- and Cross-Selling Skills for Sales Professionals (Insurance Services)
- Designing Competency Frameworks (performance management systems) for businesses
- Designing and providing an "Inter-personal skills for Engineers" pilot coaching programme

In addition, although Sue already has a B.A. degree in German, she is currently working towards a B.Sc. in Psychology through the Open University.