



TuneIN

- with The Academy for Chief Executives – Experiential Business Learning®

Articles in this Issue:

1. "Receiving advice, support and accountability from 15-16 other people who are prepared to challenge you keeps you on your toes." - Richard Palfreeman.
2. See Your Business with Fresh Eyes - by Brian Chernet.
3. Academy announces second Thought Leaders Conference: How to Survive in Challenging Times.
4. Welcome to New Members

"Receiving advice, support and accountability from 15-16 other people who are prepared to challenge you keeps you on your toes".
- Richard Palfreeman, MD, Northfields



Richard Palfreeman, member of **Academy Group 2** for over 10 years, founded and still runs an award winning Estate Agency – **Northfields** (<http://www.northfields.co.uk/>) - based in West London. As recent winners of the prestigious Sunday Times 'Lettings Agency of the Year 2010' award, Northfields are looking forward to further growth with a new office opening in Central London later in 2010.

Richard started his business in 1988 after spells in accountancy and with a corporate estate agency business. As the business grew in the '90s, Richard found that he was facing different business demands, "You need one set of skills to get a business off the ground and, now that it was growing and operating from more than one site and dealing with staff, I needed another set of skills and nobody had taught them to me. I didn't know how to get the best out of people. My

accountants recommended that I speak to Brian Chernet. I did and Brian showed me how to empower my team and to get them involved in the success of the business. He made a big difference to the business and a big difference to me."

Being part of The Academy has kept Richard focused. **"Receiving advice, support and accountability from 15 -16 other people who are prepared to challenge you keeps you on your toes. It allows you to make a better quality decision. The Board You Could Never Afford® is where much of the value comes from for me."**

Read the full article >>

http://members.chiefexecutive.com/display_article.asp?id=37340

See Your Business with Fresh Eyes - by Brian Chernet.

When markets are tough, as they are at the moment, we need every bit of help to make sure our businesses continue to trade. Perhaps now is a good time to experience your business as a customer might and pick up on those areas where things have begun to slip.

As a retail manager, I would sometimes take a store manager outside, ask her to close her eyes and then walk her back into the store. Only once she was back inside would she open her eyes and look again at the familiar surroundings – but this time with 'fresh eyes'. It was amazing how much she would see that she wasn't seeing every time she walked into the store in the normal way.

The culture of a business is as familiar to those inside it as the inside of the store was to those store managers. We are surrounded by it and over the course of time we barely see it. Sometimes it is useful to get a pair of fresh eyes for culture as well. Your visitors see it immediately and will be influenced by it.



Read the full article >>

<http://www.chiefexecutive.com/blog/see-your-business-with-fresh-eyes-by-brian-chermet/>



<http://bit.ly/cUfW9e>



TuneIN

- with The Academy for Chief Executives – *Experiential Business Learning*®

USEFUL LINKS

- >> **Open Events**
<http://bit.ly/coQYLq>
- >> **Case Studies**
<http://bit.ly/dspuDN>
- >> **Find a Group**
<http://bit.ly/9C7HqQ>
- >> **Blog**
<http://bit.ly/d4D4gW>

The Entrepreneur's Guide to Buying and Selling Businesses
28th Sept 2010 - London



Corporate Finance expert, Jo Haigh, will share trade secrets from leading experts.

More >>

<http://bit.ly/aCCwdD>

Thought of the month:

"Nature does not demand that we be perfect, it requires only that we grow."

(Josh Liebman)

Deloitte and The Academy for Chief Executives selected by Birmingham Academy announces second Thought Leaders Conference: How to Survive in Challenging Times.



Kevin Kelly
Motivational Speaker

Following the first sell-out **Thought Leaders Conference** in June 2010, The Academy for Chief Executives has announced the second in the series. The Conference will take place on **16 September 2010 at 2 Gresham Street London EC2V 7QP** and will be hosted by Investec Private Bank and chaired by well-known international businessman, Sir Eric Peacock.

Says Founder Brian Chernet "Our second Thought Leaders Conference will feature the acclaimed motivational speaker and author, **Kevin Kelly** (<http://www.kevinkellyunlimited.com/>), who will be talking about the importance of focussing on the basics to survive in challenging times. Participants will leave with a thorough understanding of how to unleash the full potential of their employees and how to dramatically improve their sales figures. They will also receive a free copy of Kevin's new eBook **Get Real.**"

Following a morning of talks by the keynote speakers, in the afternoon delegates will work together in groups for coaching and mentoring, chaired by an experienced Academy facilitator, and network with successful fellow business leaders.

The second Thought Leaders Conference takes place on **Thursday 16 September 2010 from 8.00am - 4.00pm**. Interested business leaders should email janice.aarons@chiefexecutive.com or call 0845 118 1028.

Find out more >>
http://members.chiefexecutive.com/display_event.asp?id=3814

Welcome to New Members.

Since our last newsletter, we've continued to welcome more new members. Businesses who've taken the decision to join The Academy for Chief Executives range from brand & marketing agencies, software developers, furniture manufacturers, database service providers, magazine publishers, textile wholesalers, components manufacturers, engineering firms, and charities. Though their backgrounds may be diverse, these businesses have one element in common; they have all recognised that membership of The Academy provides support, coaching and impartial advice during these turbulent times.



Tell us about your own unique challenges and issues and find out how we can help you to achieve even greater personal and professional success by calling us today on 0845 118 1028 or email membership@chiefexecutive.com.