



# **BOSMi**

Business Objectives  
and  
Strategic Management intensive



## **2012**

**BOSMi** 2012

An exclusive opportunity to  
experience

**'Intensive Business  
Coaching'**

for Senior Executives

**BOSMi 2012**

*The Business Objectives and  
Strategic Management Intensive  
programme for organisations  
serious about growth*

March 2012

A limited number of places are available  
as participants on the

**'Business Objectives and Strategic  
Management Intensive 2012'**\*

with International Business Coach and  
Business Psychologist Martin Goodyer.

**By the close of the first quarter of  
the calendar year 2012 significant  
progress toward the successful  
achievement of this years goals  
should already be apparent...**

*\*This programme is organised and sponsored by 'CapeCan  
Consultants' committed to the development of business and  
business opportunities in the Canaries*

...However plans are not always easy to achieve. Difficult economic conditions are to business planning what storm clouds are to a sunny day, and many businesses find themselves caught up in the 'eye of the storm' when it comes to reacting to challenging conditions.

**The 'Business Objectives and Strategic Management Intensive 2012'** brings together a small number of non-competing business managers sharing the goal of navigating a path through any problems and turning a potentially troubled year into a successful one.



*"In December we at Capecan hosted 'Project December'; the first ever combined English and Spanish language business conference in Tenerife aimed at developing new business. It was a fabulous success and we now want to*

*build on that by really supporting the achievement of outstanding results"*

*"Martin Goodyer was one of our key note speakers in Project December. His message is simple; with energy, enthusiasm and 'know how' people can achieve great things. We don't just want people like Martin to speak about this; we want to help make it happen. That's why we've put this exclusive opportunity together"*

## **DETAILS**

This programme is limited to a maximum of 5 non-competing businesses trading in a similar economic environment. Up to two senior representatives of each organisation may take part in the facilitated aspects of the programme:

Successful applicants to join the programme will be invited to complete a confidential analysis of the current business situation and any progress already being made toward the achievement of 2012 goals and targets. This material will be reviewed in preparation for a half day of facilitated 'behind closed doors' strategic group coaching. During this session the participants will focus on the five primary Key Result Areas of any business, namely:

- **Making money**
- **Making the most of employees**
- **Making the best product or service**
- **Making the most sales**
- **Making the business most effective**

## **Key Result Area Goals** *for the remainder of 2012;*

### **Financial**

*– profitability, investment and cash management*

### **Human Resource**

*– people management, recruitment and rationalisation*

### **Production**

*– service delivery, quality and process*

### **Marketing**

*– penetration, sales effectiveness and meeting of needs*

### **Organisational**

*– cost management, innovation and administration*

Each participating organisation will determine **outcomes** for each of the key result areas consistent with their purpose and values. They will also have an outline of the leading **action requirements** for the fulfilment of each specific target.

Each participant (organisation) will then have a **personal business coaching session** with Martin Goodyer within ten days of the group event. This will address any personal issues relevant to the achievement of the goals and / or continue the development of the action planning required to achieve them

**BOSMi 2012**

## **Summary:**

### **'BOSMi 2012'**

February 2012

*Completion of business analysis*

March 2012

*Facilitated Group Coaching Business Review*

March / April 2012

*Personal Business Coaching Action Planning*

This is an exclusive opportunity. Participation is by application only. Only one business per sector may be represented as the programme is exclusively for non-competing businesses. The facilitated programme and business coaching will take place in the CapeCan business centre boardroom, South Tenerife.

### **Martin Goodyer**

...is one of Europe's most accomplished Business Coaching Psychologist's. Martin Goodyer has more than 30 years combined experience managing, directing and coaching business leaders and is a leading authority on business related behavioural change. 'Inspirational', 'straight talking' with 'extraordinary insights', Martin instils confidence in business leaders to recognise what needs to be done and then have the confidence to go and do it.



**How to Apply by Email:**

*Send the following details;*

Name of Organisation

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Business Sector

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Contact Name

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Contact telephone

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to **Chris@capecan.com**

**Terms and Conditions**

The BOSMi 2012 programme is limited to a maximum of 5 organisational participants. These will be chosen at the discretion of the organising committee. Each chosen participant will be from a different market sector. All activities undertaken in the facilitated sessions will be treated as strictly private and confidential; all participants will be required to sign a formal confidentiality agreement before participating. The facilitated programme will take place at the Capecan business centre, Winter Gardens, South Tenerife. Date to be confirmed. No payments will be accepted until the date and confirmation are confirmed. Once confirmed all payments are non-refundable. Individual business coaching sessions will be organised between Martin Goodyer and the organisations involved. Only one business coaching session per organisation is included in the BOSMi programme.

The cost of participation is €1200 per organisation to include all elements of the BOSMi programme and for a maximum of two delegates.