

LES50NS



**LEARNING FROM THE KNOWLEDGE AND EXPERIENCE OF
WORLD-CLASS BUSINESS LEADERS**

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Fifty Lessons

The idea behind Fifty Lessons is a simple one. We ask the world's most successful business people to tell us the most important lessons they have learnt in the course of their careers.

The resulting bank of compelling video stories range across the spectrum of business life: from the fine art of commercial negotiation to the perilous waters of organisational change, in both the private and the public sectors.

The growing digital library already holds more than 500 individual lessons from over 100 high profile international business leaders; available online, in books and other media.

Fifty Lessons represents an invaluable resource for organisations that want to encourage behavioural change, for academics and consultants that want teaching material that is practical and engaging, and for individuals seeking guidance or inspiration in their own career. Powerful, engaging content with actionable suggestions for building on the lessons learnt and sharing thoughts and successes.



Fifty Lessons website page showing a video lesson from Lord MacLaurin, Vodafone.

The learning challenge

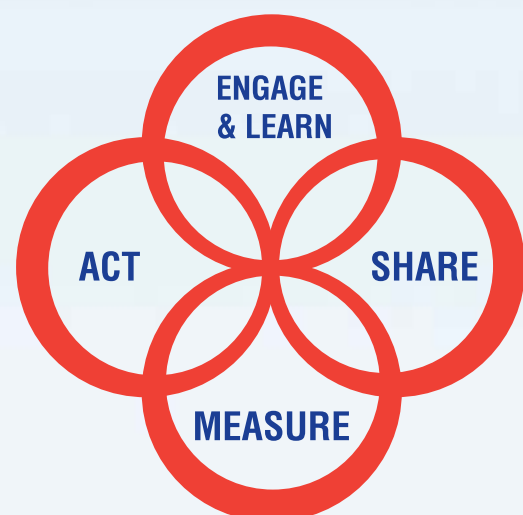
- Improving individual or business performance requires changes in behaviour.
- Learning how to make those changes is not easy.
- Time is limited.. budgets are under pressure..
- And too much training material is unfocused and uninspiring.
- Fifty Lessons provides a cost effective and time-efficient solution.

The insight behind Fifty Lessons

- People have always responded to stories that are engaging and memorable.
- If you can use stories that encapsulate practical lessons from real business leaders, you have a uniquely valuable and stimulating learning resource.

The Fifty Lessons dividend

- Greater confidence and better decision making.
- Increased understanding and enhanced insight into key business objectives.
- Practical action pledges for building on the lessons learnt.
- The ability to share successful action pledges and learning insights across the whole team or organization.



ORGANISATIONS THAT LEARN

Organisations can use Fifty Lessons in a number of ways.

Fifty Lessons Learning Process

We have developed an environment in which your teams can learn from specific lessons on key topics, matched to your objectives. Lessons can be pushed to selected groups, and action pledges, discussion groups and the sharing of successes are all integral parts of the solution. A built-in comprehensive reporting tool allows you to measure reach, impact and effectiveness.

Integration

Fifty Lessons offers you the chance to enhance the learning experience with powerful new content that is compatible with your existing LMS or corporate intranet.

Display

Whether you're facilitating a training session, holding a meeting, pitching for business or presenting to the board, Fifty Lessons can license material to show to others.

Marketing

Our books and lessons, branded in your name and with your own additional content if required, can reinforce your brand internally and externally and make stimulating incentives for management and thought-provoking gifts for current or potential clients.



Academic and trainers

Fifty Lessons covers the whole range of business issues across all sectors. As such, it is a rich source of engaging, real-world material which can be used to enhance your lessons, lectures or training sessions.

Individual learners

If you want to be better in your work, or are just fascinated with what makes a successful business leader, Fifty Lessons is a uniquely powerful resource for you.

License lessons or purchase a Fifty Lessons Membership.

Know-how now

Your requirement may be an immediate one. If you need quick advice or inspiration, you can get help straight away from a world-class business leader.

Publishing

We have created four "Fast track to business excellence" books on People, Leadership, Change and Entrepreneurship (available with or without access to the corresponding video lessons). We also have a catalogue of books for professionals and students on finance, banking, law, IT, risk, management and marketing via our Fifty Lessons Publishing business.

What sort of business person are you?



The Illustrator

Bill has a serious presentation to the board and it needs a little extra 'gravitas'. A suitable contribution from Sir Martin Sorrell should do the trick.



The Ambitious

George wants to get somewhere. He wants to do it his way, in his style. But he knows that the best guides are those who have been there before him.



The Boss

Sarah runs a small company which is starting to go places. Her team needs to be prepared for the changes ahead; but how is she going to find the time?



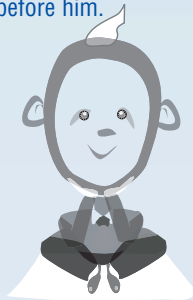
The Integrator

Maureen has been delivering the same on-line learning courses for years. She realises that she needs to spice them up to make them more memorable.



The Needy

Ted was the best salesman the company had ever had. So they have just made him head of marketing. About which he knows nothing. He needs to get up to speed, fast.



The Academic

Matt's classes are the most popular on the MBA course. That's because he can't bear to be boring. It's all down to the quality of his material.



The Visionary

Mike's new job as head of HR requires a big splash to shake up the business. He needs a quick hit of easy-to-access content, which will be easy to justify to the CFO.



The Trainer

Chloe the consultant has a solid client base but she's only as good as her last presentation. If she doesn't make it interesting, she doesn't get invited back.



**WOULD YOU LIKE TO GO ONE-TO-ONE
WITH A WORLD-CLASS BUSINESS LEADER?**

Ms Gill Rider, Chief Leadership Officer, **Accenture Lord Sharman**, Chairman, **Aegis Group Mr Erroll Davis Jr.**, Chairman, **Alliant Energy Sir Gerry Robinson**, Non-executive Chairman, **Allied Domecq Mr James Strachan**, Chairman, **Audit Commission Sir Peter Middleton**, Former Chairman, **Barclays Group Mr Stephen Dando**, Director, BBC People, **BBC Mr David McTurk**, Former Chief Operating Officer, **Bookham Technology Mr John Abele**, Founder, **Boston Scientific Corporation Ms Nicola Horlick**, Founder, **Bramdean Asset Management Mr Will Whitehorn**, Brand Devt. & Corp Affairs Dir., **Virgin Group Ms Dawn Airey**, Managing Director Sky Networks, **British Sky Broadcasting Group Sir Christopher Bland**, Chairman, **British Telecom Group Ms Julia Cleverdon**, Chief Executive Officer, **Business In The Community Ms Dianne Thompson**, Chief Executive Officer, **Camelot Group Lord Paul**, Chairman, **Caparo Group Mr Luke Johnson**, Chairman, **Channel Four Television Corp Mr Phil Smith**, Business Development Director, **Cisco Systems, UK & Ireland Mr Roger Parry**, Chairman, **Clear Channel International Mr Karan Bilimoria**, Founder & CEO, **Cobra Beer Ms Vicky Pryce**, Chief Economic Adviser, **Department of Trade & Industry Sir George Bull**, Former Co-Chairman, **Diageo Lord Kalms**, Founder & President, **Dixons Group Mr David Brandon**, Chairman & CEO, **Domino's Pizza Mr Paul Anderson**, Chairman & CEO, **Duke Energy Corp. Mr Stelios Haji-Ioannou**, Founder, **easyGroup Ms Gay Huey Evans**, Former Director, Markets & Exchanges, **Financial Services Authority Sir Nick Scheele**, Former President & COO, **Ford Motor Company Mr Stephen Tindale**, Executive Director, **Greenpeace UK Prof. Rosabeth Moss Kanter**, Professor of Bus. Administration, **Harvard Business School Sir Bob Reid**, Former Deputy Governor, **HBOS Mr Gerry Roche**, Senior Chairman, **Heidrick & Struggles Mr David Michels**, Group Chief Executive, **Hilton Group Mr David Varney**, Executive Chairman, **HM Revenue & Customs Mr Brent Hoberman**, Co-Founder & CEO, **Lastminute.com Mr Peter Ellwood**, Chairman, **Imperial Chemical Industries Sir George Cox**, Former Director General, **Institute Of Directors Mr Mick Desmond**, Former Chief Executive Officer, **ITV Broadcasting Sir John Egan**, Former Chairman & Chief Executive, **Jaguar Mr Michael Rake**, Chairman, **KPMG International Professor Lynda Gratton**, Professor of Management Practice, **London Business School Mr Don Cruickshank**, Former Chairman, **London Stock Exchange Ms Laura D'Andrea Tyson**, Dean, **London Business School & Former White House National Economic Adviser**



Mr Neil Holloway Corporate VP, Sales & Marketing Services, **Microsoft EMEA Ms Amelia Fawcett**, Vice Chairman, **Morgan Stanley International Mr Robin Ryde**, Director of Skills & Talent Devp., **National Audit Office, Mr Philip Williamson**, Chief Executive Officer, **Nationwide Building Society Mr Sanjiv Ahuja**, Chief Executive Officer, **Orange Group Ms Barbara Stocking**, Director, **Oxfam GB Mr Richard Pascale**, Principal, **Pascale & Brown Sir David Bell**, Director for People, **Pearson Dr Wendy Thomson**, Head, **PM's Offices of Public Services Reform Mr Domenico De Sole**, Former President & CEO, **Gucci Group Mr Maurice Levy**, Chairman & Chief Executive, **Publicis Groupe Mr Pete Waterman**, Founder, **PWL Mr Colin Day**, Group Chief Financial Officer, **Reckitt Benckiser Mr Paul Skinner**, Chairman, **Rio Tinto Sir George Mathewson**, Group Chairman, **Royal Bank of Scotland Group Ms Perween Warsi**, Founder & CEO, **S&A Foods Mr Peter Birch**, Chairman, **Securities Group Mr Clive Mather**, President & CEO, **Shell Canada Ms Karen Kerrigan**, Founder **Small Business & Entrepreneurship Council Mr Bryan Sanderson**, Chairman, **Standard Chartered Professor Robert Sutton**, Professor of Management Science and Engineering, **Stanford University Sir Mark Weinberg**, President, **St James's Place Capital Dame Anita Roddick**, Founder, **The Body Shop International Mr Michael Jackson**, Chairman, **The Sage Group Mr John Roberts**, Chief Executive, **United Utilities Sir Richard Evans**, Chairman, **United Utilities Lord MacLaurin**, Chairman, **Vodafone Group Ms Larissa Joy**, Chief Operating Officer, **Weber Shandwick UK & Ireland Sir John Banham**, Chairman, **Whitbread Mr John Whybrow**, Chairman, **Wolseley Sir Martin Sorrell**, Group Chief Executive, **WPP**

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FIFTY LESSONS IN PRACTICE

To see how Fifty Lessons has been incorporated into organisations' learning programmes, go to www.fiftylessons.com and view the video testimonials from the BBC and London Business School.

"Fifty Lessons is a powerful addition to the management and leadership development opportunities at the V&A. The key messages in Fifty Lessons are clear, and often show that if you get the basics right by listening and acknowledging people the more complex business will run well."
Veronika Harris, Head of Training and Development, Victoria and Albert Museum

"How often do you get to go one-to-one with a world-class business leader?"
Victor Newman, Former Chief Learning Officer, Pfizer

"As soon as I saw the Fifty Lessons content I realised the power it had to effect positive change within an organisation"
John Steele, Fifty Lessons Chairman & former Group HR Director, BT Group



FIND OUT MORE

Looking for a solution for your organisation?
Call and request a sample DVD or free extended access to the site.

Explore:

www.fiftylessons.com

