

## Session 1 – Leading your vision – 4<sup>th</sup> December

Since moving from FTSE/Corporate world to the agility of SMEs, the single biggest opportunity I've spotted for leaders is to define an inspiring purpose, vision, values and set of strategic goals that help the leadership team collaborate and inspires employees about the future journey of the company. Without this, leaders in my experience focus on the short term "here and now" and lack the focus on the future direction which enables them to compete in the increasingly competitive environment.

Working in small teams facilitated by one of the events series partners, you will consider what defining your purpose, vision, values and strategic goals will do to create long term value to your customers and employees. We will explore case studies and share great practise from both large and small businesses to help you form your own action plan about defining future strategy.

### About Shaun O'Hara



Shaun is passionate about enabling businesses to transform their results through their people and brings 20 years+ experience of leading major people and talent programmes in FTSE100/250 companies. He also has experience of leading and working with small businesses.

Most recently Shaun was Director of Talent & Resourcing for Britvic Soft Drinks, where during his time he saw both revenue and profits double (to £1.5Bn and £200m respectively). The work started with the Executive Team, defining Britvic's new global Purpose, Vision, Values and Strategy, resulting in 91% of its 2500 employees being inspired by the new direction. He led many of the big people programmes set out in the people element of this vision, the biggest being transforming Britvic from an "average" to a Great Place to Work in the GB, Ireland and France Business Units.

Other major programmes included developing the top 100 global leaders, launching the new Britvic Management Standard and training programmes to 500 managers and recruiting over 1500 new employees (including 50 global leaders). He enjoyed designing and implementing Britvic's new approach to managing everyday performance, career development (including a new approach for succession planning) and reward, launched across 4 Business Units to 2500 employees. As part of a newly defined talent strategy, Shaun also led a Global Leader Talent Programme that provided 50% of global leaders with personalised development support to help them transition into new roles, with many of these leaders going on to enjoy both promotions and lateral moves.



Prior to Britvic, Shaun delivered similar talent management roles in Tesco, Sainsbury's and with the management consultancy Cap Gemini Ernst & Young. He's also co-directed a small recruitment business and most recently has helped the owner of an SME to get his business ready for sale.

He has extensive experience of working with senior leaders and brings a commercial and collaborative approach. He immerses himself in company strategy, results and ways of working and then use insights and strategic thinking to determine the people priorities that will transform results. With vision and goals set out, he works at pace to drive action that delivers results.

Shaun has a BSc and MSc in Psychology and has recently enjoyed applying Sports Psychology principles to team development to create a winning mindset. Outside of work he enjoys spending time with his 2 young sons cycling, playing football, snowboarding and riding motocross bikes. Shaun also competes in road cycle racing, including the amateur version of the Tour de France.

