

Director

www.director.co.uk

CONNECTIVITY IN THE UK

Leaders discuss how better transport will drive growth

OPINION

'UK plc has a long way to go on race equality'
Lisa Buckingham

TASK FORCE

The companies enlisting the talents of ex-servicemen and women

DEBATE

Is a fixed-term parliament good for business?

THEA GREEN

How the Nails Inc founder learnt to sparkle in a fiercely competitive industry

HOW TO:
Turn clicks into sales

Write a financial plan for investment

Boost your creativity

PLUS: IoD news, views, events and benefits | Kanya King | The fleet of the future | Brian Basham | Aardman | Iqbal Wahhab

DIARY DATES



Accelerating Growth in the Digital Age

18 September

116 Pall Mall, London

Is your company ready to move into the digital era? Join a panel of experts including Google's Matt Bush and learn how to make the best use of data and technology. The event, sponsored by digital marketing agency Jellyfish, sales and acquisitions specialist Avondale, and O2, will examine topics such as developing marketing strategies to create shareholder value. Other speakers include Kevin Uphill, founder and chairman of Avondale, and Jellyfish managing director Matt Owen. Tickets for the event, which runs from 9am to 5pm, cost £360 (plus VAT) for members.

For more information or to book, visit www.iod.com/digitalconference

Buy and Selling Private Companies

23 September

116 Pall Mall, London

Learn about buying and selling a business, from identifying your target company through to implementing a successful exit strategy. Experts including Tim Hardman, director at sales and acquisitions specialist Avondale, and Mike Cooper, tax partner at Chantrey Vellacott DFK, will explore topics such as preparing and negotiating for a purchase or sale, funding, and tax obligations and benefits. The event runs from 9am to 5pm and tickets cost £360 (plus VAT) for members.

For more information or to book, visit www.iod.com/buyingandselling

Professional Women's Network event

14 October

116 Pall Mall, London

Do you feel trapped by your success? Does the idea of career change seem threatening emotionally and financially? Listen to top career coach Susan Rowe talk about mid-life career transitioning. Rowe brings her business acumen built over four career switches during 17 years working for blue-chip companies such as KPMG and the Boston Consulting Group. She now runs career coaching business Rowe Pryal. The event, taking place from 6.30pm to 9pm, is free to attend and booking is on a first-come-first-served basis.

To book, email Hayley Martin at policyevents@iod.com

GETTY IMAGES

PROFESSIONAL DEVELOPMENT

What's the route to success?

IoD tutor Raj Gandhi explains how the Role of the Finance Director course empowers executives

What's your business background?

I spent 25 years in commerce, working for SMEs and multinationals. Before I began teaching at the IoD in 2010, I was the chief financial officer of London Capital Group. Previously I worked for Shell for six years as their global audit manager for treasury and later as business analyst in group reporting. I was also new business unit director and audit manager of treasury for Man Group, the world's largest publicly traded hedge-fund firm. I now provide consulting and development training in finance and treasury around the world.

What is the role of finance directors?

They make sure businesses are financially stable. They help a company manoeuvre itself through downturns and upturns. The role is forward-looking and has become much broader. Finance directors are business partners – they have to engage in the company, become more commercial, more risk aware, and work with departments to ensure those teams understand how to make decisions that are financially prudent.

Who is the course aimed at?

It's a one-day programme for finance executives – aspiring finance directors, those who are about to assume the position, and experienced finance directors who want to brush up on their responsibilities. We've also had non-finance directors who want to learn more about the role.

What does the programme involve?

It's about empowering finance directors. Many are unsure what a financial strategy should look like. Most people don't know how to construct a corporate strategy let alone the sub-sets of that strategy. Nowadays finance directors are more involved with strategy and this course provides guidance on formulating a finance strategy. It links finance strategy and business planning to corporate strategy. The role of the finance director is not defined in law but the role of the director is and people know they are accountable to stakeholders. The course covers all of those issues.



What are the biggest benefits?

Those who attend gain a holistic view of finance, learn how to become more influential and an effective business partner, and how to measure success. That's not just personal success; it's how to measure whether the company is doing well or not so that others can understand.

What is your advice to anyone embarking on the course?

Come and get a 360-degree overview on what it takes to be a successful finance director. Many past delegates have told me that they feel empowered after the course and are now able to interact better with other board directors. Participants meet other finance directors and realise others are in the same boat – they can learn a lot from their peers.

The next Role of the Finance Director course takes place on 20 October. For more information or to book, visit www.iod.com/courselist

EVENT



Think tank winners honoured

The IoD hosted the 2014 Prospect Think Tank Awards, which recognises campaigns that have had the most influence on politics. The ceremony, held at 116 Pall Mall, showed how organisations have set about winning support in government, using traditional and social media to get their message across. Pictured is Carnegie Europe's deputy director Lizza Bomassi with the award for best EU think tank.

Director general Simon Walker told the audience that the IoD was a natural venue for the event as, for over a century, it has been "at the heart of the policy debate on everything from corporate governance to shale gas, and even the space industry".

The IoD sponsored the UK Economic and Financial Think Tank of the Year award, which was won by the Institute for Fiscal Studies (IFS). The IFS was also named UK Think Tank of the Year.