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# Leading in the New Norm

## Commercial leadership for non-commercial leaders

A one day practitioner led workshop aimed at those facing the challenge of leading a voluntary sector organisation in these volatile and changing times. The day will examine case studies and the building blocks required to develop and lead a resilient, commercially sustainable organisation whilst retaining the core ethos of the voluntary sector. Inputs from successful organisations who have made this transition bring the concept to life. Refreshments, handouts and a certificate of attendance will be provided.

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### This training is aimed at:

- Leaders working in the voluntary sector with a remit for commercial sustainability

### Outcomes:

- Understanding the need to become perceived as an integral part of the solution; rather than competing for ever diminishing resources
- Shifting the focus from a project based, funding approach to one of adding quantifiable value to key stakeholders
- Developing a flexible and pragmatic income generation strategy



Andrew is an experienced mentor and business coach working throughout the voluntary sector. He has been supporting organisations to become commercially sustainable for over 20 years

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