



'In life everyone is a teacher'

PLATO c. 427 – 347BC

Work on your business, not just in it!

Would you like to take the time to step outside your company and consider how to grow it better... Perhaps you have wondered how other companies have tackled the issues you are facing... Or maybe as a growing business, you will have a vision of how to take your company forward, but may have concerns about how to make it happen. In short, you want specialist help and guidance but have limited time and resource.

If the answer to one or more of the above questions is 'Yes' then joining the PLATO™ programme could be the best way forward for you.

How has the PLATO™ programme helped other businesses?

Based on 18 years of solid practical experience and the feedback from 9,000 businesses that have completed the programme, both member companies and individuals have shown dramatic improvement in performance.

Businesses participating in PLATO™ report:

- ◆ **34% average increase in turnover**
- ◆ **33% increase in new jobs created**
- ◆ **50% increase in new business**
- ◆ **85% improvement in internal systems**
- ◆ **50% increase in key management skills**
- ◆ **96% would recommend PLATO™ to other companies**

What is PLATO™ ?

PLATO™ meets the real needs of small and medium-sized businesses by bringing together groups of 12-15 owner-managers, chief executives or senior-level director decision makers from diverse, non-competing industries to meet monthly over a two year period. In a confidential environment you will discuss and address a wide range of management issues determined by the group and support each other to develop your businesses.

PLATO™ is unique in that it offers local businesses direct access to senior executives from large successful organisations, such as Zurich, Ford, B&Q, Ordnance Survey, Marks & Spencer, Guinness and IBM. These senior executives act as Group Facilitators, allowing business people like you to complement your own expertise with their wide range of management experience.



How can PLATO™ help you?

Working directly with people from businesses of a similar size, you will be able to share, develop and build the resources that you need to help your business grow.

PLATO™:

- ◆ **Radically improves both personal and business development skills**
- ◆ **Facilitates learning by sharing experiences and expertise**
- ◆ **Provides business coaching and problem solving**
- ◆ **Delivers fresh perspectives and inspires new ideas**
- ◆ **Creates effective strategies for profitable growth**
- ◆ **Focuses on the best use of company resources, including people, finance and time**
- ◆ **Gives support, advice, solutions and friendship**
- ◆ **Builds client bases and supply chains**
- ◆ **Helps you to 'Think Big and Act Big'**

Other benefits of PLATO™

- ◆ **Exclusive access to the PLATO™ extranet, a source of useful information to help you to grow your business**
- ◆ **Top-level external contributors providing information, advice and expertise focused on the specific**

needs highlighted by you

- ◆ **Locates relevant, accurate and up to date sources of information, training and technology**
- ◆ **Expands a wide network of local, regional, national and international networks**

Who can apply?

The PLATO™ selection process is open to owner-managers, chief executives or senior-level director decision makers from businesses with 10 or more employees and turnover in excess of £1.5m, who have been operating for at least three years, and have the aspiration and potential to grow their business.

What is the cost?

The PLATO™ business development programme is just like a two-year practical MBA without the paperwork, which through the contributions of PLATO GB Ltd and the large 'parent' companies is available to you at the amazingly low cost of only £2,000 plus VAT.

Reaping the rewards

The sooner you find out about the PLATO™ selection process the sooner you can start reaping the rewards. Call now on **08457 35 45 55** or e-mail **info@platogb.co.uk** for more information.