

# ELEVATE, LEAD AND SUCCEED



FUNDED BY



DELIVERED BY



[www.helptogrowalumni.org](http://www.helptogrowalumni.org)

Opening remarks from the conference chair

# PROFESSOR STEVEN RHODEN

Dean of the School of Business,  
University of Central Lancashire



FUNDED BY



DELIVERED BY



[www.helptogrowalumni.org](http://www.helptogrowalumni.org)



# WE PROUDLY WELCOME BUSINESSES FROM:



**Manchester  
Metropolitan  
University**



# REGIONAL BUSINESS SUPPORT



Department for  
Business & Trade



NatWest

 GM Business  
Growth Hub



FUNDED BY



DELIVERED BY



[www.helptogrowalumni.org](http://www.helptogrowalumni.org)

# AGENDA

- 09:30** Opening remarks from the conference chair
- 09:40** Conversation café
- 10:00** Keynote address: SME cyber hygiene
- 10:30** Meet the Greater Manchester Business Growth Hub
- 10:40** Employee recruitment, retention, and development panel
- 11:20** Mid-morning break
- 11:40** SME masterclass: The psychology of power and leadership
- 13:10** Closing remarks from the conference chair
- 13:15** Lunch and networking



## SME cyber hygiene

# DAN GIANNASI

Head of Cyber & Innovation,  
North-West Cyber Resilience Center





THE  
**CYBER  
RESILIENCE  
CENTRE**  
FOR THE NORTH WEST

# North West Cyber Resilience Centre

We are a not-for profit, police led partnership, providing affordable, professional cyber security services to small businesses.



# DI Dan Giannasi

Head of Cyber and Innovation at NWCRC

[www.nwcrc.co.uk](http://www.nwcrc.co.uk)



THE  
**CYBER  
RESILIENCE  
CENTRE**  
FOR THE NORTH WEST



**A not-for profit, police led partnership, providing affordable, professional cyber security services to small businesses.**



**Police  
Officers**



**Security  
Consultants**



**University  
Students**





THE  
**CYBER  
RESILIENCE  
CENTRE**  
FOR THE NORTH WEST

Introducing: NW Cyber Resilience Centre

# What is the risk to businesses?







**of businesses reported  
having cyber breaches**  
(CSBS 2024)





7.78m

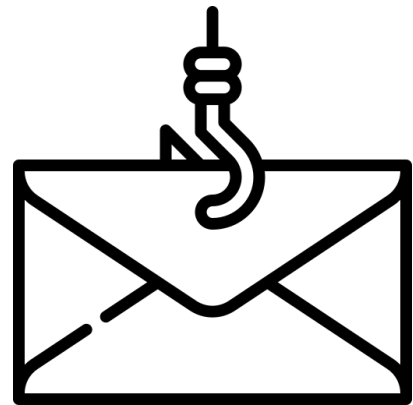
**estimated cyber crimes  
in the last year**  
(CSBS 2024)







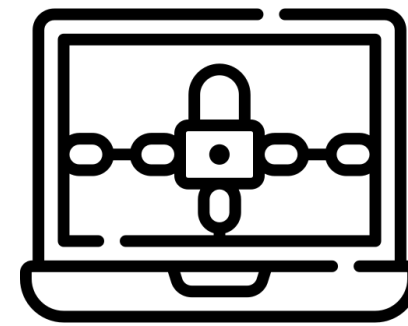
# What are the biggest threats?



**Phishing**



**Social Media  
Takeovers**



**Ransomware**



**Fraud and  
Impersonation**



Introducing: NW Cyber Resilience Centre

# How can you protect your business?



THE  
**CYBER  
RESILIENCE  
CENTRE**  
FOR THE NORTH WEST



# Proactive vs Reactive

if we get breached  $\longrightarrow$  when we get breached

- Developing robust incident response plans
- Creating resilience, not just prevention

Start early, think holistically, and treat security as an integral part of your business strategy, not an afterthought.



Systems and services

News and event

ews / Statement on reported NHS cyber attack

ent on reported NHS

rganisations have reported to NHS Digital that they  
of different organisations.

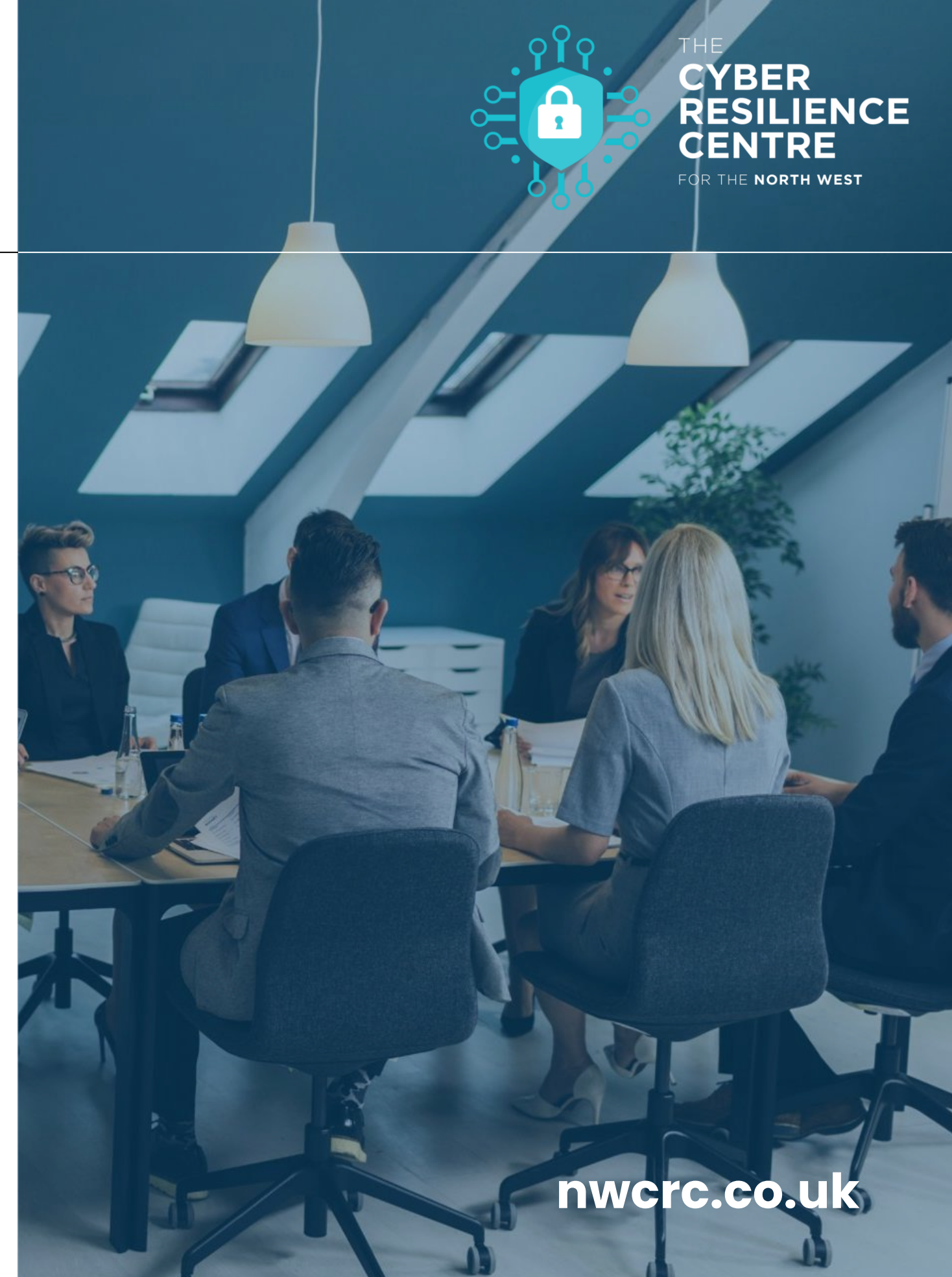
s at an early stage but we believe the malware varian

et have any evidence that patient data has been a



# As an organisation

- Understand your risks
- Implement mitigations
- Prepare for an attack





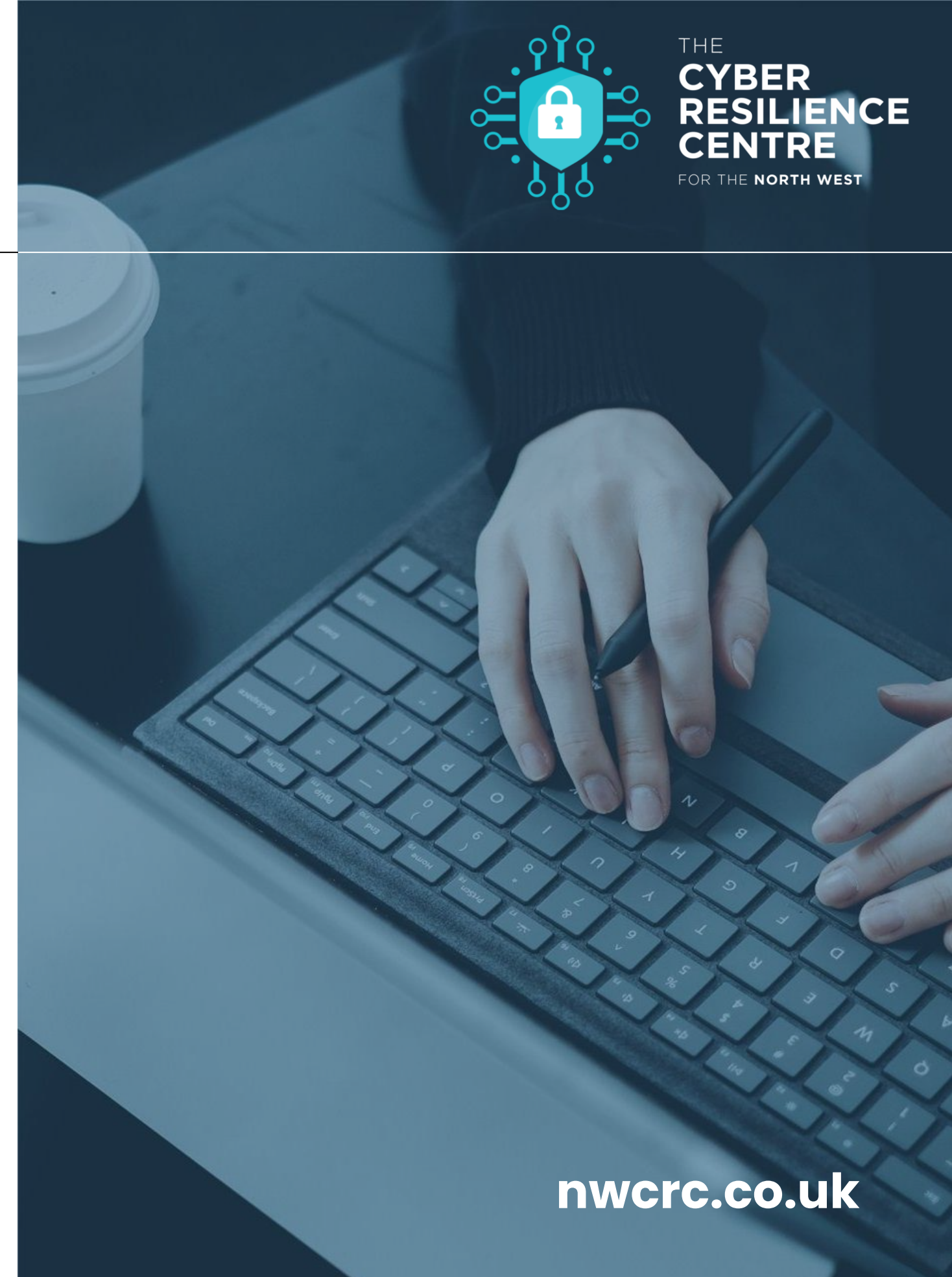
# As a provider

- Support your clients
- Promote good practice
- Build procedures and safeguards



# As an individual

- Use strong passwords
- Separate home & work
- Enable multi-factor authentication







THE  
**CYBER  
RESILIENCE  
CENTRE**  
FOR THE NORTH WEST

Introducing: NW Cyber Resilience Centre

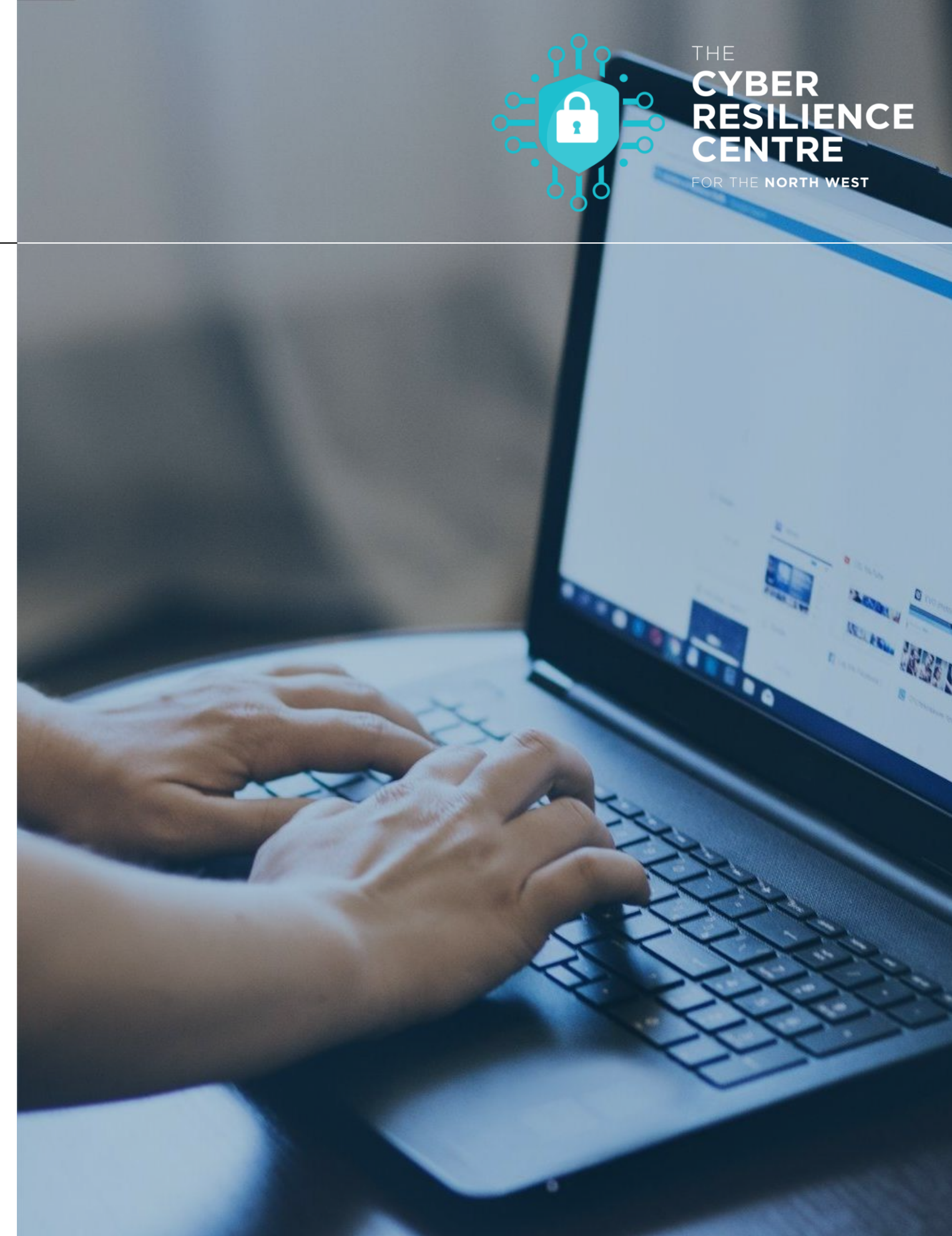
# How does the NWCRC help?



# Free support for organisations

- Free for small and medium organisations
- Long term support and guidance to build resilience
- Access to cyber security resources and templates
- Regular blogs and threat intelligence updates

[nwcrc.co.uk/signup](https://nwcrc.co.uk/signup)







# Affordable Cyber Security Services

Cyber Risk Exposure Assessment

Security Awareness Training

Simulated Phishing Exercise

Network and Website Vulnerability Assessments

[nwcrc.co.uk/services](https://nwcrc.co.uk/services)



THE  
**CYBER  
RESILIENCE  
CENTRE**  
FOR THE NORTH WEST

# Thank you

## Contact us

[dan@nwcrc.co.uk](mailto:dan@nwcrc.co.uk)

[nwcrc.co.uk](http://nwcrc.co.uk)

0161 706 0940



## Sign up today

[www.nwcrc.co.uk/signup](http://www.nwcrc.co.uk/signup)

## Meet the Greater Manchester Business Growth Hub

### MATT RICHARDSON

Head of Leadership, Skills, and Social Impact

Greater Manchester Business Growth Hub



FUNDED BY



DELIVERED BY



[www.helptogrowalumni.org](http://www.helptogrowalumni.org)



# GM Business Growth Hub

**Matt Richardson - Head of  
Leadership, Skills and Social Impact**



Funded by  
UK Government

**GREATER  
MANCHESTER**  
DOING THINGS DIFFERENTLY

POWERED BY  
**LEVELLING  
UP**





**Advanced Manufacturing**

---

**Health Innovation**

---

**Green Technology**

---

**Digital Creative Media**

---

**Foundational Economy**

---

**Social Economy / Third Sector**

---

**Drive Productivity**

---

**Create and Safeguard Jobs**

---

**Inclusive Growth**

---



**EXPERT PANEL:**  
**EMPLOYEE RECRUITMENT, RETENTION,  
AND DEVELOPMENT**

FUNDED BY



DELIVERED BY



[www.helptogrowalumni.org](http://www.helptogrowalumni.org)



**MATT RICHARDSON**

Head of Leadership, Skills, and  
Social Impact  
Greater Manchester Business  
Growth Hub



**RUBY MELLING**

Founder,  
Talentloop



**KARIM SAMANI**

Managing Director,  
WellbeingandErgonomics



**EMMA-LOUISE FUSARI**

Founder,  
In-House Health



# HELP TO GROW: MANAGEMENT ALUMNI NETWORK



FUNDED BY



DELIVERED BY



[www.helptogrowalumni.org](http://www.helptogrowalumni.org)

# **SME MASTERCLASS:** **THE PSYCHOLOGY OF POWER AND LEADERSHIP**



**JENNIFER DOOTSON**

Founder and Director,  
Lightbulb Moments: Illuminating Leadership

FUNDED BY



DELIVERED BY



[www.helptogrowalumni.org](http://www.helptogrowalumni.org)



# THE PSYCHOLOGY OF POWER AND LEADERSHIP

Jennifer Dootson



LIGHTBULB  
MOMENTS



# IN THE WORKSHOP TODAY:



**Why it matters and leadership styles**



**Understanding your own leadership style**



**The link with power**



**Understanding the different types of organisational power**



**Power Mapping**



**Power Planning**





# WHY IT MATTERS



LIGHTBULB  
MOMENTS

# WHAT IS ENGAGEMENT?

**How much an employee is committed to helping their organisation achieve its goals**



LIGHTBULB  
MOMENTS



# THE LEADERSHIP/ENGAGEMENT LINK:



**Understanding your leadership style means you can understand the styles and needs of others**



**Employees who feel heard have higher engagement**



**If you understand how you naturally lead you can tailor your feedback style to the needs of others**



**Understanding your leadership style increases your emotional intelligence**



# ENGAGED



LIGHTBULB  
MOMENTS



# FULLY ENGAGED



LIGHTBULB  
MOMENTS

SOMEWHAT

DISENGAGED



LIGHTBULB  
MOMENTS



ACTIVELY  
DISENGAGED



---

LIGHTBULB  
MOMENTS

---

AND WHAT  
ELSE?



---

LIGHTBULB  
MOMENTS

---



37% LESS  
ABSENTEEISM

41% FEWER PROJECT  
ERRORS

22% HIGHER  
PROFITABILITY



LIGHTBULB  
MOMENTS

# SO WHAT IS LEADERSHIP?



---

LIGHTBULB  
MOMENTS

---



# LEADERSHIP IS DEFINED AS...

**“The ability to guide, inspire, and influence a group of people to achieve a common goal.”**



LEADERSHIP IS A  
DOING WORD...



LIGHTBULB  
MOMENTS





# SITUATIONAL LEADERSHIP



---

LIGHTBULB  
MOMENTS

---



## Natural vs adaptive style



**Goleman, D. 1995**



LIGHTBULB  
MOMENTS

WHICH ONE IS  
YOUR NATURAL  
STYLE?



---

LIGHTBULB  
MOMENTS

---



**1. Go line by line. Mark the statement that is most like you and give it a 6. The next give it a 5 and so on. If there are statements which you think are not you at all, give them a 0**

**2. Do the same on each row**

**3. Total up the numbers in the column**

### UNDERSTANDING YOUR LEADERSHIP STYLE

|                                      |  |  |   |   |  |  |
|--------------------------------------|--|--|---|---|--|--|
| <b>LEADERS' NATURAL STATE</b>        | Is direct and clear in communication. Expects immediate compliance <b>4</b>              | Mobilises people towards a single vision <b>3</b>  | Creates harmony and builds emotional bonds <b>0</b>                                   | Builds consensus through participation <b>6</b>   | Sets high standards for performance <b>5</b>   | Develops people for the future <b>2</b>  |
| <b>STYLE IN A PHRASE</b>             | "Do what I tell you" <b>0</b>  | "Come with me" <b>3</b>  | "People come first" <b>0</b>  | "What do you think?" <b>5</b>   | "Do as I do, now" <b>6</b>   | "Try this" <b>4</b>  |
| <b>STRENGTHS OF THIS STYLE</b>       | Drive to achieve, shows initiative takes control provides a clear path forwards <b>2</b> | Self-confidence, empathy, catalyst for change <b>6</b>   | Empathy, building relationships, communication <b>1</b>                               | Belief that everyone has something valuable to add. Focus on collaboration, team ownership <b>4</b>               | Conscientious, driven to achieve, expects high standards <b>3</b>                                  | Long term vision, provides space for individuals to both succeed and fail. High learning culture, developing empathy skills <b>5</b> |
| <b>WHEN PEOPLE MIGHT TURN TO YOU</b> | In a crisis, to turn around a problem or kick-start people to action <b>4</b>            | Getting people on board with change, sharing a vision, or when there's a need for clear direction <b>3</b> | To heal rifts in a team or to motivate people during stressful circumstances <b>2</b> | To build buy in, when everyone needs to get onboard with a change or when input is needed from employees <b>6</b> | When results are needed and needed in a short space of time. To motivate and raise morale <b>0</b> | Longer term, consistent projects. Where teams or employees want to improve performance have longer term goals <b>5</b>               |
|                                      | <b>10</b>  | <b>15</b>  | <b>3</b>  | <b>21</b>   | <b>14</b>  | <b>16</b>  |
| <b>PREFERENCE 0-4</b>                | <b>0</b>   | <b>2</b>   | <b>0</b>  | <b>4</b>  | <b>1</b>   | <b>3</b>   |

**The column with the highest number is the style that you most naturally go to.**



# UNDERSTANDING YOUR LEADERSHIP STYLE

## Commanding

## Visionary

## Affiliative

## Democratic

## Pacesetting

## Coaching

### LEADERS' NATURAL STATE

Is direct and clear in communication. Expects immediate compliance

Mobilises people towards a single vision

Creates harmony and builds emotional bonds

Builds consensus through participation

Sets high standards for performance

Develops people for the future

### STYLE IN A PHRASE

"Do what I tell you"

"Come with me"

"People come first"

"What do you think?"

"Do as I do, now"

"Try this"

### STRENGTHS OF THIS STYLE

Drive to achieve, shows initiative takes control, provides a clear path forwards

Self-confidence, empathy, catalyst for change

Empathy, building relationships, communication

Belief that everyone has something valuable to add. Focus on collaboration, team ownership

Conscientious, driven to achieve, expects high standards

Long term vision, provides space for individuals to both succeed and fail. High learning culture, developing empathy skills

### WHEN PEOPLE MIGHT TURN TO YOU

In a crisis, to turn around a problem or kick-start people to action

Getting people on board with change, sharing a vision, or when there's a need for clear direction

To heal rifts in a team or to motivate people during stressful circumstances

To build buy in, when everyone needs to get onboard with a change or when input is needed from employees

When results are needed and needed in a short space of time. To motivate and raise morale

Longer term, consistent projects. Where teams or employees want to improve performance or have longer term goals





WHAT TO DO  
WITH THIS  
KNOWLEDGE?



LIGHTBULB  
MOMENTS

# WHAT'S NEXT?



**Reflect on where you currently are as a leader - are most of your interactions successful? Are there times when you want something to happen and it doesn't? Have there been times when you've thought the team were onboard but they weren't?**



**Research more about leadership styles - there's lots out there!**



**Start to talk to your team about your style preferences, share with them your experiences**



**Invite them to tell you their experiences of your leadership style and explore how they like to be led**





# WHERE DOES POWER FIT IN?



---

LIGHTBULB  
MOMENTS

---

# THE POWER/LEADERSHIP LINK



**As a leader you gave a certain level of expected “power”**



**There are (at least) FIVE different types of power**



**You can have a certain type of power and not be a leader**



**“With great power comes great influence”**



Formal/Hierarchical

Expert Knowledge

Social

Networking/Influencing

Policy





# POWER MAPPING

Your  
immediate  
team

Your extended  
team

You

Any additional  
stakeholders



# POWER MAPPING

Your immediate team

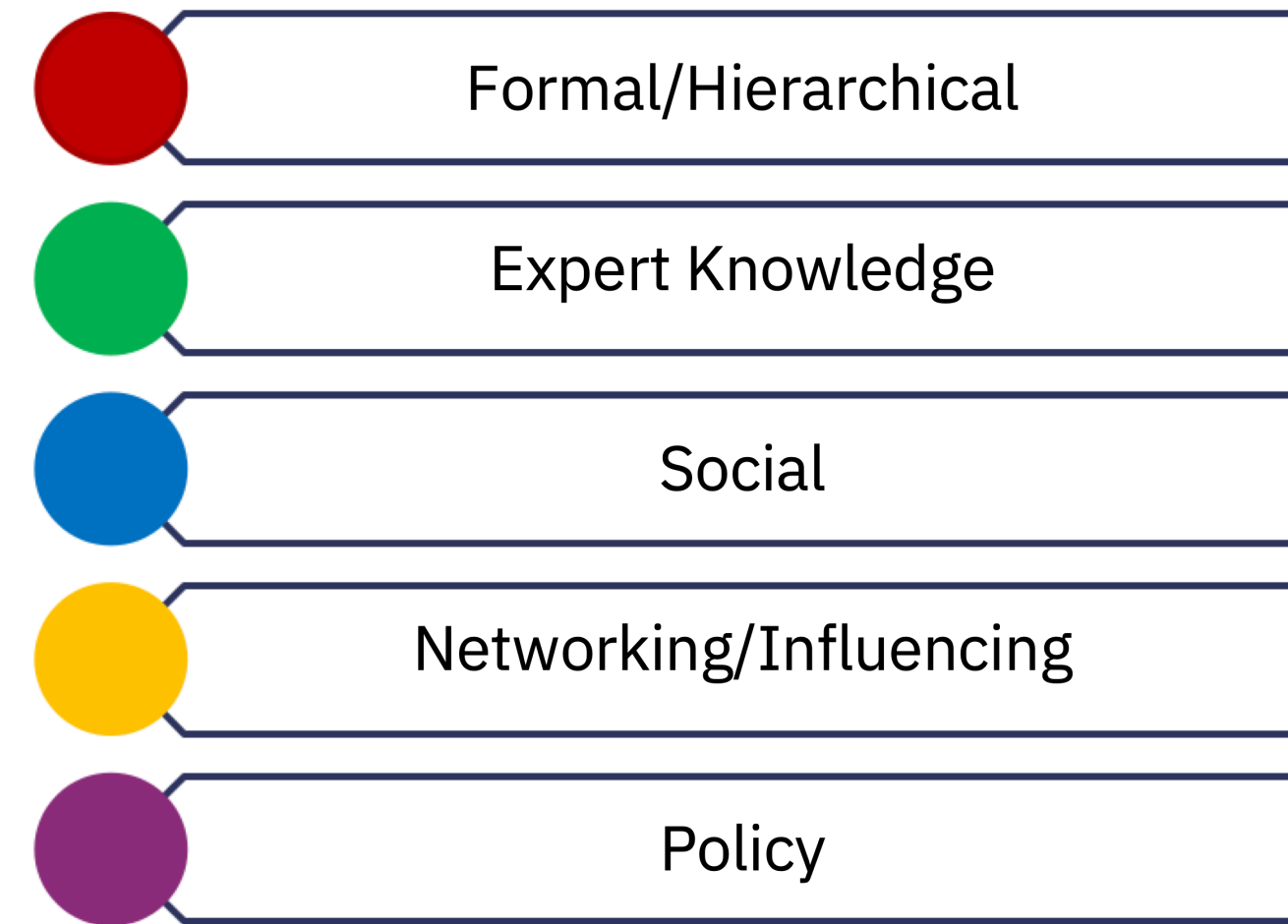
Your extended team

You

Any additional stakeholders

- Formal/Hierarchical
- Expert Knowledge
- Social
- Networking/Influencing
- Policy

# POWER PLANNING



**Where do I want to be in 3 years time?**



**What does my business/team look like?**



**How will I get there? Who will help me to get to where I want to be?**



**What needs to be in place for me to get there?**





# IN THE WORKSHOP TODAY:



**Why it matters and leadership styles**



**Understanding your own leadership style**



**The link with power**



**Understanding the different types of organisational power**



**Power Mapping**



**Power Planning**



# FINAL THOUGHTS



---

LIGHTBULB  
MOMENTS

---



[WWW.LIGHTBULBMOMENTS.ME](http://WWW.LIGHTBULBMOMENTS.ME)

LIGHTBULB  
MOMENTS



Closing remarks from the conference chair

# PROFESSOR STEVEN RHODEN

Dean of the School of Business,  
University of Central Lancashire



FUNDED BY



DELIVERED BY



[www.helptogrowalumni.org](http://www.helptogrowalumni.org)

**LEAVE YOUR FEEDBACK FOR THE  
HELP TO GROW: MANAGEMENT  
ALUMNI NETWORK TEAM.**

Please scan the QR code.



# HELP TO GROW.

## MANAGEMENT COURSE

FUNDED BY



DELIVERED BY



[www.helptogrowalumni.org](http://www.helptogrowalumni.org)