

LUXEMBOURG MASTERCLASS

A unique and challenging re-evaluation of the way Risk, Compliance, Audit and other risk management teams can create impact with their internal customers

Have you ever thought of yourself or your team as a soap powder brand? Devised by international brand expert Hamish Taylor, this programme takes the principles used by major consumer brands and shows how they can be used to improve the way we, in risk functions, create more impact with our internal customers.

From the war stories, cases and exercises, you will emerge with a practical set of tools that you can start to use the following day as you implement your "Brand Plan" with each other and the rest of your organisation.

Described by "The Times" as having a CV that "*takes some beating*", Hamish addressed the PRiM 10th Anniversary celebrations in 2007 and received warm feedback from that event. With experiences spanning roles as Brand Manager at Procter & Gamble, consultant at PriceWaterhouse, Head of Brand Management at British Airways, Chief Executive of Eurostar and then Chief Executive of Sainsburys Bank, Hamish drove significant growth by changing the brand propositions and operating models away from the traditional industry approaches. He now runs his own company **hamishtaylor Skills Exchange Network**.

How does the programme work?

- One very intense and fast moving day.
- Principles and learning from a wide variety of industries (including British Airways, Eurostar, Procter & Gamble) which are then practiced in the context of you as an individual or your team performance.
- A practical set of simple tools to begin using immediately.

Who should go?

- Anyone who wants to take a fresh look at how to influence/add value to their (internal) customers.
- Past attendees have included both functions with internal customers such as IT, HR, Legal/Compliance, Marketing and Finance and individuals looking for new ideas to assist with their own career development.
- Organisations embracing this approach have included Microsoft, Ernst and Young, Royal Bank of Scotland, LloydsTSB, Chartered Institute of Bankers, Fortis, ABN Amro, Fujitsu and many others.



Details

- Date:** June 10th 2008
from 09:00 – 17:00
Lunch & refreshments included
- Venue:** Sofitel Hotel,
Luxembourg-Kirchberg
- Cost:** €500 per person
€400 for members of PRiM & IIF
- Booking:** masterclass@prim.lu

**DEADLINE FOR REGISTRATIONS:
May 31st 2008**

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Breakthroughs come from providing a discontinuity. This masterclass provides the opportunity to improve effectiveness by looking outside the usual management text books to the world of brands.

What is the difference? Brands focus on the customer's world, not their own!

- How would you write your brand proposition? Powerful Brand propositions are based on selling benefits - If you cannot position what you are doing in terms of the value you are adding to your customer, then the brand model says you will fail! Whose language do you use – yours ...or your customer's? Is your "product" delivery based on your customer's agenda or your own?
- Great brands are built on Customer Insights that come from a closer customer relationship. What can we learn from brand techniques on how to achieve this for your "customers"
- Do you know how an advert works? Big brands have a series of techniques they use to maximise advertising communication effectiveness ...and these same models can be applied to all forms of communication from corridor conversations to full presentations. What techniques do BA use to influence service behaviours? How can we adapt these for ourselves?
- Successful brands build from their strengths and are single minded in this pursuit.

Hamish Taylor has managed to follow academic and sporting success with a very fast track career through a number of high profile business roles. In recent years, the Inspired Leaders Network have also added the title of "master thief" based on his record of innovation by transferring ideas between sectors.

Born in Zambia in 1960 to Scottish parents, he studied at St Andrews University (MA (Hon) Economics). From there he was awarded both a Bobby Jones scholarship and a St Andrews Society of Washington DC scholarship to Emory University (Atlanta) where he graduated with an MBA in 1984. He represented both universities in football, rugby and athletics, was a Scottish Junior International Athlete and President of the St Andrews University Sports Union.

He was appointed **Head of Brand Management at British Airways** at the end of 1993 taking responsibility for the airline's passenger brands (First, Club, Concorde, Shuttle, etc) and also playing a role in the growing group of BA franchise partners and Alliances. Innovations there included major product relaunches of Club Europe, Club World and First Class (including the introduction of flat beds). In 1997 he moved to Eurostar as **Managing Director of Eurostar (UK) Ltd** at the age of 36. The business was three years old and his remit was to reduce the major losses the operation was suffering. After two successful years in this role he was appointed as **Chief Executive Officer of Eurostar Group**, the organisation which oversees the Eurostar business in the three participating countries (UK, France and Belgium). At the end of 1999 Hamish was appointed as **Chief Executive Officer of Sainsbury's Bank**, a joint venture between J Sainsbury's plc (55%) and the Bank of Scotland (45%). The ability to innovate and move away from traditional Banking approaches to behave more like a retailer proved the key to the significant growth that resulted. With Sainsburys Bank now earning large profits, Hamish moved to his next challenge as **CEO for Vision UK**, a highly innovative consultancy with major clients including Time Warner, General Motors and Citibank.

In 2004 Hamish established his own company (**hamish taylor Skills Exchange Network**) which focuses on enabling organisations to achieve breakthroughs by looking outside their current environment. Processes, product and people development are all part of this mix. Under the Skills Exchange Network name he has also consulted or spoken for a wide variety of organisations including Microsoft, RBS, BAA, Camelot, Inland Revenue, Kimberly Clark, Post Office, Ernst and Young, Diageo and the Economist.

Hamish is a Fellow of the Chartered Institute of Bankers and a Fellow of the Chartered Institute of Transport. He chairs the EMEA advisory board for Emory University from whom he also recently received the "Sheth Distinguished International Alumnus" award. Other recent awards include the Inspired Leaders Network award for the management of innovation. He is also a trustee of the Robert T Jones memorial scholarship and a non-executive Director of Chartered Brands, the Edinburgh based Brand realisation company.



STOP PRESS:

At the request of PRiM, in Luxembourg, Hamish has also built in an extra session on how we can begin to look to other environments in the search for new ways of improving effectiveness.