Welcome... to our new members

The following have joined the Institute of Directors in the last quarter. For details of how to join, contact John Phillips or Sue Hurrell on 0121 632 2302.

Malcolm Bati, Finance Director, GSL Integrated Services UK
Paul Bellfield, Business Development Director, Lloyds TSB Commercial Finance
John Capper, MD, RSM Tenon Group plc
David Carew, Director, Carew Consulting
Patrick Cheza, CEO, New Hope Health & Home Care
Claire Cochran, UK Sales Director, First for Education
Nick Cooper, Regional Director, NED Solutions Ltd
Andrew D’Arcy, Divisional Director, Weslayan Assurance Society
Steve Deutsch, Commercial Director, Weslayan Assurance Society
Richard Drinkwater, CEO, Shopinsky Ltd
James Driver, MD, e2e2 Solutions Ltd
John Duncan, MD, ACM Ltd
Aled Ellis, Director, Roger Needham & Sons Ltd
Christopher Else, Partner, Else Solicitors LLP
David Ferriday, Finance Director, Proto Labs Ltd
Steve Gray, Director, Lloydspharmacy
Glynis Hallsworth, Business Development Director, PeopleServe
Catherine Heath, Director, Strengths in Action
Clifford Hobbs, Director, Applied Solutions
Patrick Keady, Director, Better Outcomes Ltd
Andrew Kitching, MD, Approved Design Consultancy
Marcus Lokier, Operations Director, Alcoa Fastening Systems Ltd
Mark Louche, MD, Mapei UK Ltd
Ian Lownes, Partner, BTG McInnes Corporate Finance
Helen MacDougall, Marketing Director, PeopleServe
Guy Madgwick, MD, Eneco Wind UK
Charles Magill, Director, Compare Professional Services
Bryan Martin, Regional Director, NED Solutions
Sean Masterston, Commercial Director, Barhale Construction plc
Kaffe Matiya, MD, Nesbitt Edison Ltd

Darren Matthews, Finance Director, Atlantic Plastiks Ltd
Allen Matty, MD, West Midlands Chamber of Commerce
Adam Minshull, Director, Minshull Construction
Simon Moy, MD, Corecon Ltd
Pardip Nayar, Director, Sumbit Information Systems
Chris Norton, Director, Sensit Ltd
Noel O’Dwyer, Director, Glanbia Ltd
Simon Oakes, UK Sales Director, Lyn Oakes Ltd
John Orchard, Director, Charader Services Ltd
David Panton, Finance Manager, Simmondsigns Ltd
Helen Phillips, Business Development Director, West Midlands Chamber
David Pratt, MD, Keim Mineral Paints Ltd
Janette Rawlinson, Director, Just Real Solutions
David Sangster, Director, Bornito Productions
Victoria Scipio, Director, Vees Ltd
Mark Scourge, Director, Birmingham International Airport
Tony Sheridan-McGrath, MD, SSWM UK Ltd
Chris Sherrington, Director, Eneco Wind UK
Tony Singh, UK Sales Director, Utility Assist Ltd
Lenni Smith, Salt Seller Ltd
Mark Stepney, Operations Director, Schubert UK Ltd
Barry Talbot, MD, Informance Ltd
Steve Thomas, Finance Director, Aspen Medical Europe Ltd
Arthur Trott, Director, Isle of Wight Care Ltd
Julian Turner, MD, Westfield Sportscars Ltd
Mark Walton, Business Development Director, Fasco FM UK Ltd
Andrew Watson, Director, Southern Water
George Webb, MD, LSC Group Ltd
Matthew Webb, MD, Webasto Roof Systems Ltd
Ian Wilkinson, Sales & Marketing Director, Asyprop Transport Ltd
David Winter, Director, Winterfam

Train - trust me, you will gain!

In the recent recession, when costs needed to be managed especially closely in order to survive, the first things that many businesses chopped from the budget as not mission-critical were training and marketing.

The justification was that belts had to be tightened. Training was a luxury that businesses could do without as the hatches were battened down, while marketing was an unnecessary area – who promotes their company when others are cutting hard? But was this thinking the right way to go?

If all businesses take the traditional route of cutting marketing spend in a recession, this actually provides a great opportunity for those companies brave enough to keep their marketing spend intact. They are not now competing with a number of other marketing budgets but will have the field pretty much to themselves, with the result being a compounding of returns on their investment and an opportunity to grow market share. Businesses don’t stop dead in a recession; customers will still be making expenditure on the right products and services.

The training budget is a similar story — when recession hits, the training budget is slashed to almost nothing. But does this make good sense? With a likely freeze on new recruitment then I would suggest that it is all the more imperative that employers are able to get the best out of the staff that they do have. And the only way to do this is by identifying skills gaps and then closing this gap via training.

In the West Midlands we have a strong advocate of improving individuals’ skills sets in Lord Digby Jones, who regularly makes speeches encouraging skills training at all levels across the region. And at national level we have the new coalition government attempting to streamline the Employability programmes and Work Place Apprenticeship schemes by cancelling the Flexible New Deal 2 scheme (among others) and working to introduce a new Work Programme scheme by summer 2011, which will remove a lot of the bureaucracy and inefficiencies previously criticised.

For most companies to stand a chance of survival, it is vital to have the best board and management team possible. As Jim Collins said in his seminal work, ‘Good to Great’, employees aren’t your greatest assets — the ‘right’ employees are. Get the right people on the bus, and in the right seats, before you start your journey (vision/strategy). This will make all the difference when the entire economy suffers a trauma such as the one we have recently experienced and the business relies on its top level to steer the company round the rocks. At the senior level, to support previous experience and functional qualifications, there is one training route that stands out above all others – the IoD’s course in Company Direction, leading to the chartered director qualification. This is still the only qualification route in the world for professional directors, and the only designation in this field that can help investors gain confidence that the chartered directors running a particular company have been suitably trained for the role.

Train as a chartered director and gain the credibility and marketability that this professional qualification will give you in your business career.

• Paul Hooper-Keeley is the IoD’s 25th chartered director and MD of Intervalum Ltd, a provider of interim finance director services (www.intervalum.co.uk). Contact him at phk@intervalum.co.uk.