

Overview of Our Services

Detailed below is an overview of the type of services we typically provide to our clients

Writing, Publishing and Editorial Services

1. **Regular articles, toolkits and checklists** for participants on leadership programmes. These highlight the latest issues relating to the programme and connect these issues with the organization's specific challenges in a useful, practical way. They enable an event to become a sustained programme, continually stimulating thinking, developing ideas and reinforcing key points. **Examples:** a) *Inspiring Trust* written for participants on HSBC's Integrated People Management programme, b) PricewaterhouseCoopers' Global Summit.
2. **Case studies** highlighting business issues or participants' post-programme initiatives. These short examples are highly practical and help share experiences as well as providing recognition and practical support. **Examples:** a) Cisco and Customer Relationship Management, b) Strategy at Work for HSBC's Integrated People Management Programme.
3. **Websites for leadership development programmes** – these host articles and information, providing a valuable, dynamic source of insights and guidance. **Examples:** a) Website for RBS Group Managers, b) Website for HSBC's Group Talent Pool, c) Coaching website for the Association of Professional Executive Coaching.
4. **In-depth interviews and podcasts** with speakers exploring their thinking and relating this to business priorities and challenges. **Examples:** Interviews with a) Chris Sullivan, Chief Executive, RBS Insurance, b) Stephen Green, Chairman, HSBC Group.

Key Points

Our tailored business writing is:

- Consistent with each client's brand and expectations
- Written for people with limited time to read
- Practical, stimulating, accessible, relevant, innovative, action-oriented
- Tailored to each client's specific priorities and situation
- Relevant for an international readership of managers and leaders at all levels
- Well-researched and either 'best practice' or innovative, leading-edge thinking
- Designed to enable individuals and organizations to develop their effectiveness

Formats include:

- Action-oriented articles and toolkits
- Websites for corporations, programmes and groups of executives (e.g. talent pools)
- Case studies and interviews
- Programme summaries
- Powerpoint presentations
- White papers and original research
- Newsletters
- Business books

5. **Post-event summaries** of key ideas, insights and discussions from executive development programmes and conferences. These enable ideas to be shared among teams as well as providing a clear summary of the most significant issues. **Examples:** Summary of the 2007 Jeddah Economic Forum prepared for LBS, or summary of Pearson's Executive Forum.
6. **Powerpoint slides** highlighting the main issues from an executive programme and enabling participants to coach and cascade the key points to their colleagues. **Example:** Managing a Sales and Relationship Management Organization, HSBC.
7. **Original research** into specific leadership or business issues. This can be published in a range of formats e.g. articles, white papers and books. **Example:** Research for the books *A Question of Trust* and *100 Great Business Ideas*.
8. **Programme evaluation and research** assessing the overall effectiveness, specific actions and the return on investment from executive development programmes. **Example:** Assessing HSBC's Group Leadership Programmes in 2007.

Executive Coaching

Our executive coaches provide a unique combination of business and leadership experience gained with world-class brands, together with a practical, results-oriented approach. This enables individuals to develop their performance and success. We believe that coaching succeeds by being cost-effective, insightful, supportive, flexible and tailored.

In particular, it provides a simple and effective way to:

- Develop business and leadership skills
- Provide leaders with the focus, challenge and support to help realise their potential
- Support talent management programmes and succession plans
- Improve strategic thinking, decision-making, problem-solving and influencing skills
- Support a business reorganisation, strategy or initiative requiring a new focus or enhanced skills

Client List

A&C Black	Hodder Headline	Performance and Reward Centre
APECS	HSBC Group	Pergamon Open Learning
Bloomsbury	IBM	PricewaterhouseCoopers
Boots plc	Institute of Chartered Secretaries and Administrators	Profile Books
CFO Europe	IMD Business School	Reed-Elsevier Group
Chartered Management Institute	ING Barings	Royal Bank of Scotland
CIPD	Jack Morton Worldwide	Saab
Citigroup	John Wiley & Sons	SABB Takaful
Corporate Research Forum	KPMG	Saudi British Bank
Cyan / Marshall Cavendish	London Business School	Storytellers
Economist Intelligence Unit	London Evening Standard	Strategy Dynamics Ltd
Edexcel	Optima	Strathclyde Graduate Business School
EnterpriselQ	Palgrave Macmillan	The Economist Group
European Commission	Pearson	VT Group
Hawksmere Group	Penguin Books	

Leadership Toolkits

Businesses that succeed do so with strong, effective leadership. They are able to realise the potential of their most critical, expensive and decisive resource – their people. Toolkits are a major series of comprehensive, action-oriented checklists, each offering exceptional insight and practical support for business leaders. Each toolkit in the series is:

- Sold with a multi-user licence – a single payment entitles you to unlimited copying, customization and distribution within your organization
- Action-oriented – providing development solutions across a range of leadership topics
- Fully comprehensive and expertly written by experienced leaders and writers

Toolkits can be bought individually, as part of a group (e.g. sales and customers) or as a full set (50 titles). For further information, see www.LeadershipExpertise.com.

Jeremy Kourdi



Jeremy is an experienced executive coach and business writer. His background includes leadership expertise gained with global brands, start-up enterprises and business schools. Much of his experience has been in the

publishing and media industry, developing and leading profitable businesses.

During his career, Jeremy has worked internationally with a range of organisations. He established distance learning businesses with the UK's Chartered Institute of Personnel and Development and Reed Elsevier, before working as Head of Publishing and Research with the Chartered Management Institute. He was Senior Vice President and Director with The Economist Group responsible for their conference and executive network businesses in Europe, the Middle East and Africa. The role involved expanding the profitability of this premium-value brand, leading successful teams in London and Vienna as well as meeting with senior politicians and business leaders on behalf of The Economist Group and building the profitability of the business.

Jeremy left The Economist to establish Qais International Ltd, working with a wide range of industry-leading clients including: HSBC, Pearson, PwC, KPMG, IBM, VT Group, Saab, the Chartered Management Institute, Saudi British Bank, Strathclyde Graduate School of Business, IMD and London Business School. Jeremy is the author of 20 business books including *A Question of Trust* (with Sally Bibb), *100 Great Business Ideas*, *Surviving a Downturn* and *Business Strategy*. His latest book, co-written with Denis Sartain and Patricia Bossons, is *Coaching Essentials – practical, proven techniques for world-class executive coaching*. Jeremy's work has been translated into a dozen languages. He has also written occasional articles for the Financial Times and the Economist Intelligence Unit and is in demand as a business writer.

Jeremy has an MA in International Relations and qualified as an executive coach with Henley Business School. In his coaching assignments he provides a unique combination of business and leadership experience gained with world-class brands, together with a practical, results-oriented approach. His approach to coaching enables individuals to develop their performance and success by being supportive, insightful, flexible and tailored.

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“Jeremy’s work provides excellent insights for those who want to coach and lead others. He brings years of experience in the business world and coaching at the highest levels in cross-border settings.”

Dr Daniel Thorniley, Senior Vice President, The Economist Group