

# SKILLS CHANNEL TV

## TALENT DEVELOPMENT FOR BROADCASTERS



Skills Channel TV provides tailored training specific to broadcasters and screen based company's needs. We have a great team of associates who have worked in the industry and have a track record of providing high impact learning. Skills Channel TV gives you experience and quality to get the best out of your talent.

**“Sound strategy starts with having the right goal.”**  
**Michael Porter**

<b>Workshop Title:</b>	<b>Developing Business Strategy for Creative's</b>
<b>Aimed at:</b>	People in the media industry who wish to develop a focussed and planned direction for achieving their goals through developing strategy appropriate to their business and industry
<b>Aim:</b>	The aim of the workshop is to identify and develop the key components of essential strategy planning and management
<b>Duration:</b>	9.30 to 5.00
<b>Content:</b>	The content for the session: <ul style="list-style-type: none"><li>• Boring business strategy and all that stuff</li><li>• Your goal, your business</li><li>• Strategic research tools</li><li>• Where do you want to go?</li><li>• Developing a strategy</li><li>• Making it work for you</li><li>• Stakeholder support</li></ul>
<b>No of Participants:</b>	Maximum 12 people
<b>Skills Channel TV:</b>	Skills Channel TV is part of the hugely successful mcphedran co uk, the training company for the creative industries. The aim of Skills Channel TV is to focus on developing people in the broadcast industry. The company was founded by Alec McPhedran who is a leading coach and facilitator of leadership and personal development in the creative industries. Alec was previously responsible for learning and talent development at Channel 4, FTKnowledge, The Pearson Group and Henley Management College. Alec is a member of BAFTA and the RTS and is the founder of Skills Channel TV. Skills Channel TV work with a number of industry experienced associates who are typically selected dependant on client and participant needs.
<b>Benefits:</b>	As a result of the day, attendees will be able to apply the core essential elements of strategy to their business to provide focussed direction for their aspirations. You will also have an opportunity to learn from other like businesses.

For more information visit [www.skillschannel.tv](http://www.skillschannel.tv) or call 01536 522792