

The Trusted Advisor Experience



Laurence S. Lyons Ph.D
Programme Director

“Larry is a pleasure to work with. He listens intently. And then, out of the blue he’ll ask a question. It’s always simple yet it challenges me. It’s the one question I didn’t think of asking myself and it goes to the very heart of our business.”

—Regional Director,
Times 100 Global client

“Since we’ve been working with Larry, the board has overcome major communications obstacles and we now have a clear exit strategy for our business.”

—Managing Director, IT Company

The dual objectives of the programme are to **reduce business risk** and to **develop senior leadership talent**.

Top Team Development

Leveraging the expertise of the world’s leading authorities on organizational transformation and leadership coaching, this unique highly-customized programme is delivered through individual face-to-face coaching sessions with every member of your senior team. The content of each session is personalized for each member, offering whatever blend of strategic consultancy and leadership development is appropriate.

An Integrated Approach A Single *Trusted Advisor*

Leadership coaching has established itself in recent years as the preferred method for developing an individual’s interpersonal strengths and business competences. Modern programmes employ a customized 360-degree feedback systems to help inform the coaching agenda.

Equally important for the Top Team is the ongoing formulation and execution of business strategy. Strategy consulting has traditionally been viewed separately from leadership development yet it should be the force which propels the leadership agenda.

The **Trusted Advisor Team Leadership Development Programme™** offers an integrated and dynamic solution to meet all these needs. It elevates the intervention to a higher level - the organizational level - by working on *live business issues* in real time across the entire leadership team. Working regularly with key members of the team, the Trusted Advisor collects immediate feedback which can often eliminate the need for conflict resolution. Additionally as a “sounding board”, the advisor can help rehearse and test proposed strategies in an individual or team setting prior to launch and execution.



Exceptional Value for Money

The value of the programme is measured through the *reduction of risk* in meeting business goals, and the *increase in the organization’s leadership talent*.

The European programme is delivered by a **single advisor** in an extremely cost-effective format— *on client premises*, typically in six 3-day visits for a team of nine executives over a year. The programme cost typically benchmarks at 50% compared to individual leadership programmes for three individuals.

Our Clients (partial list)

Agilent Technologies, BAE Systems, BBC, British Airways, British Telecom (London, Benelux), Equant (Paris), Deutsche Bank (London, Frankfurt), Lufthansa (Frankfurt), Oracle, Sanofi-Aventis (Paris, Frankfurt), Unilever (Milan), WH Smith.



THE METACORP GROUP

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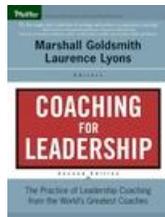
Director: Laurence S. Lyons PhD MSc

The Metacorp Group

The Metacorp Group was founded in 1991 by Laurence Lyons following a successful career in the Telecoms and IT industries in which he held several senior leadership positions including Technical Director at Digital Equipment Corp (DEC).

Since 1991, Larry's works with senior leadership teams in top companies around the world. For programmes requiring global delivery the Group has assembled a select faculty of Metacorp Associates worldwide.

Dr. Lyons holds PhD and MSc in Management from Brunel University, and is a Visiting Academic Fellow at Henley Management College. He is author of *Coaching for Leadership*, widely acclaimed as the *bible* on executive coaching.



Visit our on-line
library at
LS Lyons.com

“Larry has helped me in restructuring my new regional management team and in pulling things together. His advice on working in a complex matrix organization and career development is very useful.”

—Michel De Coster
Country Manager, BT Benelux

“Dr Lyons has an incredible intuition into today's business needs and the up and down cycles of an expat assignment. The best way to summarize the sessions is as if you have a large pile of partial thoughts and ideas and by the end of the session, some are discarded while the rest form a clear strategic direction. This has been very beneficial in our goal to improve strategic vision and influence long term changes.”

—La'Manza Davis
DMT International Service Director
Pitney Bowes



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The Trusted Advisor Team Leadership Development Programme™

Putting action learning into action



**PIONEERING
LEADERSHIP IN
EXECUTIVE COACHING
SINCE 1991**