

The Richmond Group of Independent Management Consultants

Meeting on Saturday 10th July 2010 at the Hilton Cobham Hotel

(Directions to the Hilton Cobham Hotel are given at the end)

AGENDA

09:00 – 09:30	RG Members' Networking	Free time for members to meet with each other over coffee.
09:30 – 09:50	Welcome and introductions	David Peregrine-Jones and Frank Hobson
09:50 – 10:30	Life's too short to blog	A discussion with RG members about their experiences of blogging
10.30 – 11.00	Coffee & Networking	
11.00 – 12.30	"Communication – craft or culture" Gareth Bunn	Consultancy - winning and delivery is about communicating ideas. Gareth will examine what communication is really about and will provide tools for the construction of compelling messages.
12.30 onwards	Members' Notice board	Opportunity for members to promote events and seek support
	Lunch	PLEASE BE SURE to book lunch in advance by e-mail to Wendy Grant
13.00 Onwards	Prospective Members' Forum & Interviews	This gives guests who may wish to join RG an opportunity to obtain more information. Interviews for prospective RG members are also taking place at this time.

The meeting cost for non members is £30 inc. VAT; lunch is £10 inc. VAT for all those having lunch. Please book either online using the link on the email accompanying this agenda or by email Wendy Grant (wendy@gtbusinessservices.co.uk) to let her know if you are attending, if you will have guests, and if you will be staying to lunch.

Guests are always very welcome at Richmond Group events.

Before the Coffee Break:

Life's too short to blog - Discussion

Some of you will recollect Kaye Nightingale's presentation to Richmond Group just over two years ago on the benefits of blogging in building your network and expanding your market. In today's session some early RG pioneers who now regularly write blogs will discuss their experience, the reasons why they set up their blogs and what they feel they have got out of them.

We hope this will be an interactive session and would ask you to visit their blogs in advance and bring any questions or comments you have about them to the meeting. RG members taking part in this session all welcome constructive criticism. Their blogs links are as follows:

Frank Hobson: hobsonconsulting.wordpress.com
Jeff Herman blueplate64.wordpress.com
Mike Banato mikebarnato.wordpress.com
Paul Tanner e-ssociation.net/blog

MAIN PRESENTATION *after the Coffee Break:*

Communication – craft or culture – Gareth Bunn

Many of you are aware that RG events continue to be counted by members towards CPD credits for your various profession institutes. Members have told us in recent surveys that they greatly value this CPD component of the Richmond Group experience. Effective communication is a crucial part of any professional's armoury but not one that we spend sufficient time on. In view of this we are very pleased to have the first part of a 2 part session on communication presented by Gareth Bunn.

In this first session, Gareth will concentrate on the craft of designing spoken word messages.

In the last two decades there has been a massive increase in the channels of communication (such as blogs, Twitter, email, Skype etc.) available to us. But little attention seems to have been paid in that time to the different design principles attached to different media (except perhaps web page design). Perhaps the most neglected and abused is the spoken word – the presentation.

The result is much confusion. People frequently think that an entertaining speaker must be a good one. Well, this would only be true if the objective *was* to entertain. A consultant's job is rarely this. Because of the ubiquitous PowerPoint, it is not uncommon to see presenters projecting dense literature, or even their notes, on to screens and walls. And we carry a belief that to be persuasive we must transmit an abundance of information.

Training in the *design* of spoken word messages – presentations – is a rarity. Although there are some exceptions, such training does not routinely appear in our schools or universities, or in the business world.

Yet the spoken word is the oldest – and arguably the best – form of communication. And there are techniques available to us, which we can use to design messages and have real confidence in achieving the outcome desired.

Neuroscience and anthropology provide us with explanation and understanding; Cicero and Aristotle provide us with the tools. Although technology has changed markedly in the last two millennia, human beings have not.

Gareth runs his own company [Gareth Bunn Consulting](#) which specialises in executive coaching, training in communications skills and consulting (in bid coaching). Until 2007, he was at Capgemini as VP responsible for Government and Public Services industry sector, which included Central Government, Defence and Security, Justice, Local and Devolved Government, Healthcare, Education.

Gareth has been Vice Chair of the Public Sector Council of Intellect (The technology lobby group for industry and Government in the UK), and has represented the IT industry on the Government's Strategic Supply Board coordinating group (a joint industry and government board). He has also recently become a member of RG.

In his follow-up session in September Gareth will look at the effective use of visuals aids.

Future Meetings

Date	Pre-coffee	Main Speaker
Saturday 11th September 2010	Visual aids: a provocation – Gareth Bunn	Cloud Coffee House: leveraging communities for business advantage Ian Tomlin from Encanvas

Dates of future Saturday meetings are 13th November 2010 and 8th January 2011

Other Richmond Group Notices:

Richmond Group Evening Meetings

The next Richmond Group evening meeting is on Monday 14th June at 6:15pm when Jeff Herman will be presenting:

“Strategy Execution Management - What is it and why should you care?”

THESE MEETINGS ARE NOW HELD AT: The Grosvenor Arms in Grosvenor Street, London W1 4PT. It is within easy walking distance of Bond Street and Oxford Circus stations.

Richmond Group LinkedIn group

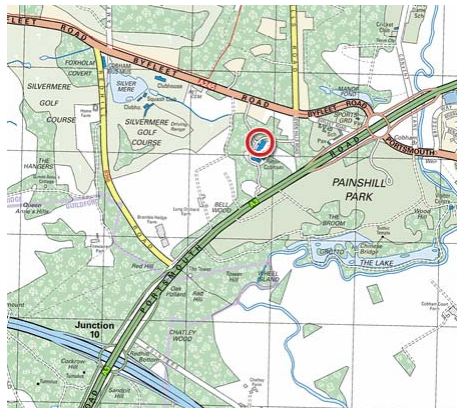
RG's LinkedIn group helps to publicise our meetings and events, and offers a venue for sharing discussion themes that are relevant to independent consultants and their clients, and allows the promotion of other organisations with which we are closely linked.

If you are an independent consultant or thinking of becoming so, or are interested in finding out more about who we are and what we do, please join our LinkedIn group.

To find the Richmond Group in LinkedIn, select 'Groups' from the drop-down button to the left of the search field located at the top-right corner of the LinkedIn home page. Then search on "Richmond Group" (including the double quotes).

Directions to the Hilton Cobham Hotel

http://www.hilton.co.uk/property/1101_PreparingToVisit.jsp?hid=11001785



Hilton Cobham Hotel

Seven Hills Road South
 Cobham
 KT11 1EW
 United Kingdom
Telephone 44 (0)1932 864471

- M25 to Jn 10
- A3 towards London
- A245 towards Woking
- Left at traffic lights
- Look for the Hilton

- Or from London
- A3 (Kingston bypass) out of London
 - leave at A245 & turn Rt (towards Woking) – it is the last junction before the M25
 - Left at traffic lights
 - Look for the Hilton