



Working together  
to make a difference



Sheffield Business School  
aims to develop innovators and  
entrepreneurial leaders, and help  
improve business performance  
through mutually beneficial  
partnerships.

Professor Christine Booth,  
Pro Vice-Chancellor, Sheffield Business School



‘No other organisation that we met could provide such a bespoke package.

‘We are getting exactly what we need in terms of a selected list of cutting edge expertise with the added bonus of solutions to current business problems that can start making a difference straight away.’

John Hornby, Training and Development Manager, SIG plc

# Together, we can really make things happen

We have over 200 academic staff who are keen to share the latest leadership and management thinking, their expertise in professional areas such as accounting, HR and facilities management, and their knowledge of specialist sectors including the leisure and food industries.

**Sheffield Business School** has more than 6,000 students, including over 1,300 international students from 100 different countries. Our students represent a rich resource for businesses, whether they're working on placements, in partnership, or as part of research or consultancy teams.

We have four research and knowledge transfer centres, with expertise covering areas as diverse as business innovation, coaching and mentoring, change management, third sector, facilities management, food innovation, and tourism, hospitality and events. **If you're looking for new insights to move your business forward, we can help.**





# Open for business

Sheffield is a city with an excellent reputation for high quality manufacturing. It has spearheaded a successful programme of regeneration in recent years, and is now laying firm foundations to become a digital, creative and cultural hub of the future.

The new **Sheffield Business School** is designed to nurture the city's entrepreneurial spirit. It aims to provide high quality, innovative services for all types of businesses, whether they're large or small, public or private sector, close to home or further afield.

**Sheffield Business School** is part of Sheffield Hallam University. The University has world class research facilities, and a variety of research and business development specialists that work with external organisations on a daily basis.

Over the years, hundreds of organisations have taken advantage of our research, consultancy and partnership opportunities, from **Xerox**, **Egg** and **Marriott** through to **Tesco** and the **NHS**, and local organisations such as **Northern Foods**, **South Yorkshire Police** and **SIG**.

You'll find that we're always open to new ideas and challenges. Why not come in and talk about how we can work together?



# Quick-thinking partners on your team

Nothing stays still in business. And in an ever-changing climate, you need partners who understand the pressures you're under, who are ready to move quickly and who offer you dynamic solutions.

At **Sheffield Business School**, we're very much engaged with our business partners, working to build ongoing relationships and create lasting change.

Businesses learn from our first class research and the latest academic thinking and, on every project, we discover more about the changing needs of the business community.

**There's a free-flowing exchange between business and the school that both sides find rewarding and enriching.**

So why not get in touch? **We'll listen to what you want and, depending on what you need, will be able to offer you**

- research and consultancy to **create a step change in your business**
- the latest business and management thinking to **fire up new ideas and kick start new projects**
- personalised training and professional development that will **raise your game and create lasting cultural change**
- access to first-class research facilities and laboratories where you can **test out new ideas**
- highly motivated students and graduates who will drive projects forward and **make a real difference to your business.**

We can also tell you about the latest local and national government initiatives that could offer you funding for consultancy, partnerships or training.

## Keeping **Tesco** at the cutting edge

**Sheffield Business School** has developed a close working relationship with **Tesco**.

For over three years, we have successfully delivered training programmes to support Tesco's head office staff. These have included master classes based on topical issues such as changes in legislation or cuisine. The whole programme supports Tesco's food culture, passion for food and new product development. The initiative is supported by a monthly newsletter and a Tesco Food Training Programme website.

The Business School has also provided sensory panel testing for Tesco. This involves screening and training panellists, and evaluating products for appearance, smell, texture and taste.

‘We work with Sheffield Business School because we have to keep looking forward and be quick to innovate.

‘The company now has a multi-skilled workforce fit for purpose with a career pathway for all. Despite difficult economic times, the company is continuing to grow.’

Michael Taylor, Operations Director, Fosters Bakery

# Stay ahead of your competitors

Whether you want the latest research to develop an innovative product, consultancy to tackle a specific business challenge, a graduate to carry out a specialised project or tailored training and development, we can help.

## Are you looking for a solution to a business problem?

Why not use our research and consultancy expertise? We can give you access to the latest thinking in business and management research, covering everything from performance and process measurement to organisational competitiveness.

We've recently worked with **Sheffield Care Trust** to develop and assess their coaching and mentoring culture, and with leading international food producer **Greencore** to identify efficiency savings in production processes. Call us if you'd like to know more.

**We love a challenge.**

## Do you want to test a new product, service or market?

Our consultants have a great head for business combined with deep expertise in sector-specific thinking.

Companies including **McBride, Marks and Spencer** and **Morrisons** have worked with us to apply our cutting-edge knowledge to real business challenges. If you're looking for an innovative solution, why not talk to us?



## Would you like to change the way you do business?

Through the government-backed Knowledge Transfer Partnership scheme, **we can find you a new graduate to carry out a one to three year project in your company.** Your graduate partner can help you develop new products, streamline manufacturing processes, design marketing strategies, develop new systems or re-engineer your business.

So far, the university has set up successful partnerships with over 100 businesses and helped them get funding to cover some of their costs. Get in touch to find out how the scheme could work for you.

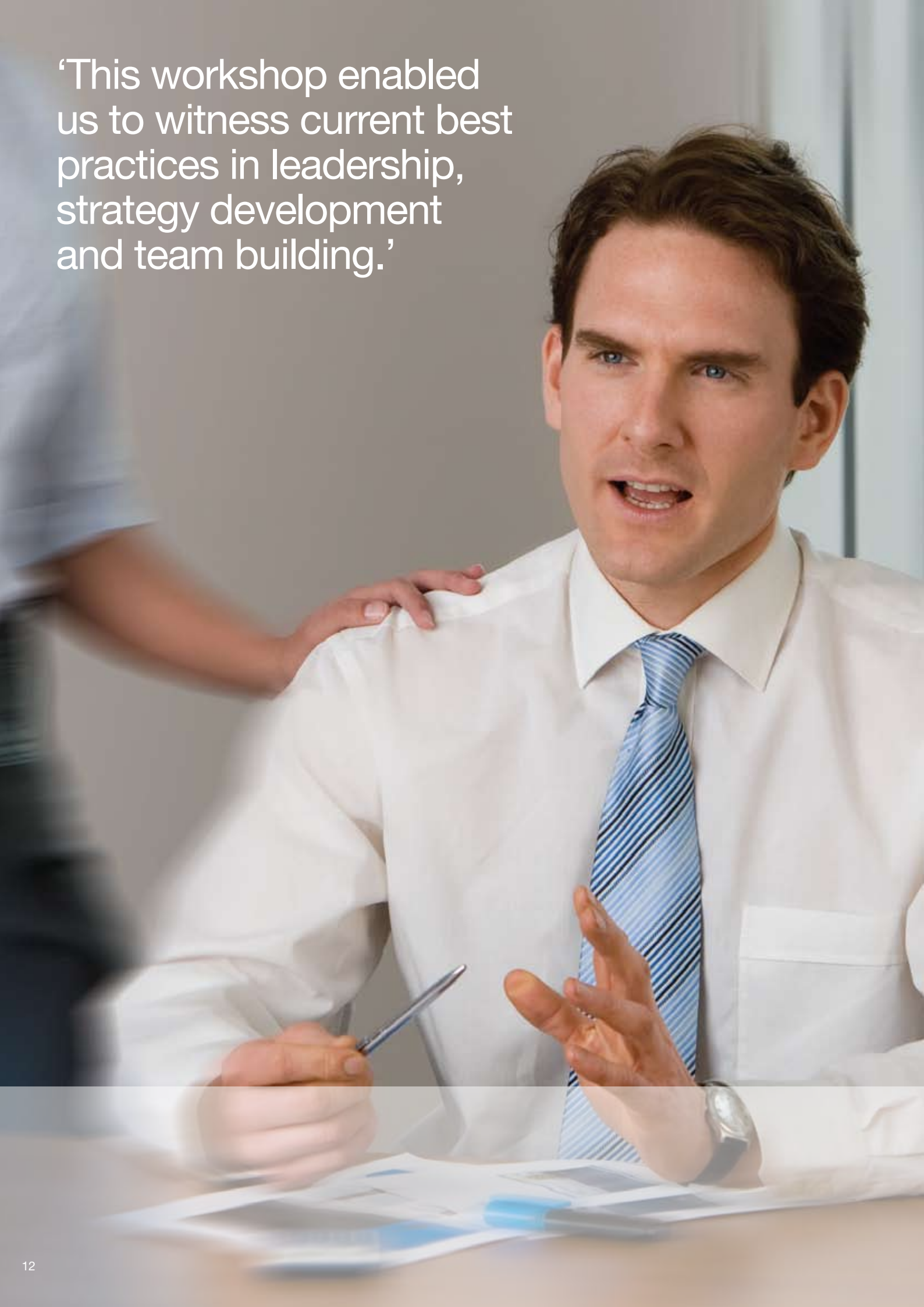
## Do you need tailored training for you and your team?

Develop the skills your business needs with our range of high-quality training and development courses. We'll create flexible training, either accredited or non-accredited, to suit you and your team.

Recently, we've worked in partnership with the **NHS** to train facilities managers and develop mentoring scheme advancements, set up a two year management development programme with consulting, engineering and construction firm **Earth Tech**, and delivered training and development workshops in the tourism and retail industry sectors.

From day courses and tailored training to foundation degrees and MBAs, **our training will take you and your people to the next level.**

‘This workshop enabled us to witness current best practices in leadership, strategy development and team building.’



# Connect to our international network

We're based in Sheffield and we're justifiably proud of our roots. This dynamic, vibrant city is the perfect location for the new **Sheffield Business School**.

From here, we can reach out to local, national and multinational businesses, and enable those businesses to tap into our networks of professional associations and international links.

We have links with a range of educational institutions around the world, in India, Malaysia, the Czech Republic, Hong Kong and throughout Europe. Our students visit these international partners for placements, our researchers undertake joint projects, and both groups are able to share their knowledge with the Business School and its clients.

Our links with business stretch from the immediate area in and around Sheffield to companies across Britain and around the world.

**If you'd like to discover how far we can take your business, just get in touch.**

We are accredited by the following professional associations

- **Association of Chartered Certified Accountants**
- **Association of Corporate Treasurers**
- **British Institute of Facilities Management**
- **Chartered Institute of Bankers in Scotland**
- **Chartered Institute of Management Accountants**
- **Chartered Institute of Marketing**
- **Chartered Institute of Personnel and Development**
- **Chartered Insurance Institute**
- **Chartered Management Institute**
- **The European Foundation for Quality Management**
- **Institute of Direct Marketing**
- **Institute of Leadership and Management**
- **Institute of Sales and Marketing Management**
- **Nutrition Society**
- **The Royal Institution of Chartered Surveyors**
- **Tourism Management Institute.**

## Dubai meets Amsterdam: a catalyst for learning

**Sheffield Business School** recently ran benchmarking workshops on excellence for **TECOM Investments**, the Dubai-based global knowledge company.

The programme explored best practice and investigated new ideas to drive the company forward. The events took place in Amsterdam, and included visits to leading European companies - Philips in Eindhoven and TNT in Amsterdam - where the hosts shared examples of good management practice.

Hussain Dawood, Executive Director of Quality Office, TECOM Investments, commented 'this workshop enabled us to witness current best practices in leadership, strategy development and team building.'

‘Having the MBA gave me a lot of credibility in my role as Managing Director. It carries real clout in the business world.’



# Inspiring success stories

## Training: Personalised development for managers

When **SIG** – Sheffield's highest earning and most profitable company – was looking for a tailor-made development programme for its senior managers, it turned to **Sheffield Business School**.

We designed a bespoke package to meet SIG's exact requirements, using academics with considerable commercial experience. This helped managers develop their skills in **mentoring, communications, finance, leadership, Customer Relationship Management, strategy and processes, acquisitions and supply chain management**.

The first team of business leaders has already embarked on the programme and SIG's training and development manager, John Hornby, is delighted with the results.

'We worked with Sheffield Business School to establish an in-house academy which provides bespoke training to our managers. We have had great success with our first Earth Tech Academy members who are already implementing the skill sets gained from the training, which utilised the cutting edge research and knowledge that only a university can provide.'

**Tony White, Managing Director, Earth Tech UK & Europe**

## Partnership boosts bakery's HR function

Barnsley-based family bakery **Fosters** was keen to expand, but faced some serious HR problems, including high employee turnover and high levels of absenteeism.

Through the government-backed Knowledge Transfer Partnerships scheme, Fosters took on recent graduate Sarah Carmody. Sarah worked with the company to set up a complete HR function. This project has

- **reduced absenteeism**
- **cut staff turnover from 21.8% to 6.2%**
- **significantly reduced disciplinary proceedings.**

For more details on how **Sheffield Business School**  
can help your organisation

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