

# Corporate parenting

## A half-day workshop

### Overview

How you 'parent' your business units and commercial initiatives has a direct correlation to their performance and therefore the return they bring back to the organisation. As the 'corporate centre' you have the ability to add value or destroy value in those business units.

In this workshop we will examine your business units, look at their relationship to the corporate centre, identify where value is added through that relationship and find ways to maximise that value. We will also look at where value is destroyed for the business units and find ways to mitigate that so their performance improves.

### Objectives

This workshop will give you:

- A clearer understanding of the impact the corporate centre has on the performance of business units and commercial initiatives
- A better appreciation of how to add value to the business units and see performance improve
- The development of an action plan to see more value added and less destroyed
- An opportunity to discuss with your fellow directors what you need to do next

### Who should attend?

This workshop has been designed primarily for directors (and those shortly to be appointed to the board). It delivers maximum benefit when the entire board takes part.

### Workshop format

- Usually delivered as a half-day session
- For individual directors, can be run on a one-to-one basis if required (this works best as a series of bite-sized sessions, the first face-to-face and the others virtual)

### Special features

This session can be tailored to meet your specific requirements. You can choose to follow the agenda set out below or you can talk it through with the trainer and set a new one. The choice is yours.

### Meet the consultant / facilitator

[David](#) is a very popular trainer and an experienced consultant in strategy development and commercial performance, for the public, VCSE and private sectors.

## Agenda

### 1 What impact does the corporate centre have?

- What is a corporate parent? What is a business unit?
- The impact the corporate parent has on business unit performance
- How this impact comes about
- Identifying your business units / commercial initiatives and their current performance

### 2 Adding value – how to do more

- Identifying ways it is possible to add value and increase business unit performance such as image, networks, leverage, brand, expertise.
- Looking at how the corporate centre currently adds value to its business units
- How could more be made of this so more value is added?

### 3 Destroying value – how to do less

- Identifying ways a corporate parent destroys value through areas such as bureaucracy, buffering from financial realities, using inappropriate systems or in other ways
- Looking at how the corporate centre currently destroys value in its business units
- What actions can be taken to reduce the level the corporate centre negatively impacts business units?

### 4 Next steps

- What will you do to improve the value you create in your business units?
- Action plans

**For a no-obligation discussion about running this workshop for your organisation on an in-house basis, just give us a call on **01582 463465**.**