

Unité Conference

Edinburgh

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Placemaker Consulting Ltd



your
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Making the Most of Opportunities

My Curriculum Vitae

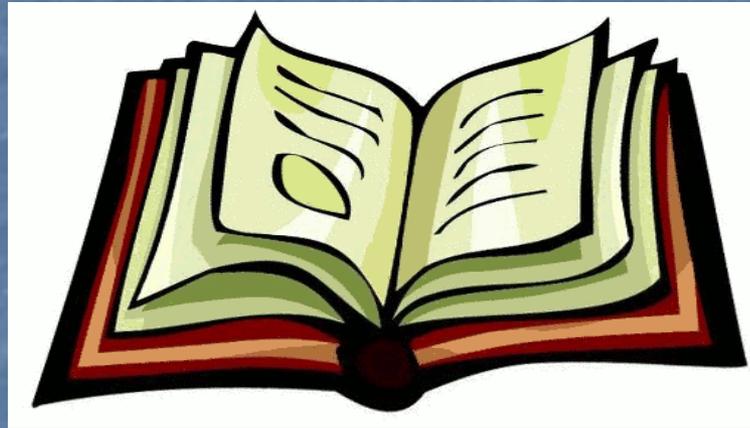
- Liverpool Museums
- Whitley Bay High School
- Beamish Museum
- Alnwick Castle
- The Northumberland Academy
- Drumlanrig Castle
- Woburn Abbey
- Placemaker Consulting Ltd



Back to the topic of opportunities...

- It is ***you*** who need to recognise and take advantage of the opportunities that come along - and they do come along!
- This can bring benefits to you, both professionally and personally.
- These benefits could be:
 - promotion
 - new job
 - new career
 - more rewarding work: money or enjoyment
 - wider professional recognition: regional, national or international
 - better quality of life: home, family, work
- Here is how I took advantage of an opportunity which brought benefits for me professionally and personally.

Let's start with a little story...are you sitting comfortably? Then I will begin...



Once upon a time there was a manager in his castle. He heard a tinkling noise and at first thought little David was playing with his balls in the bath again. But no, it was the telephone.

He strode across the room, grasped the receiver with a firm, but gentle, hand. 'HELLO!' he bellowed into the mouthpiece 'WHAT DO YOU WANT?' he shouted

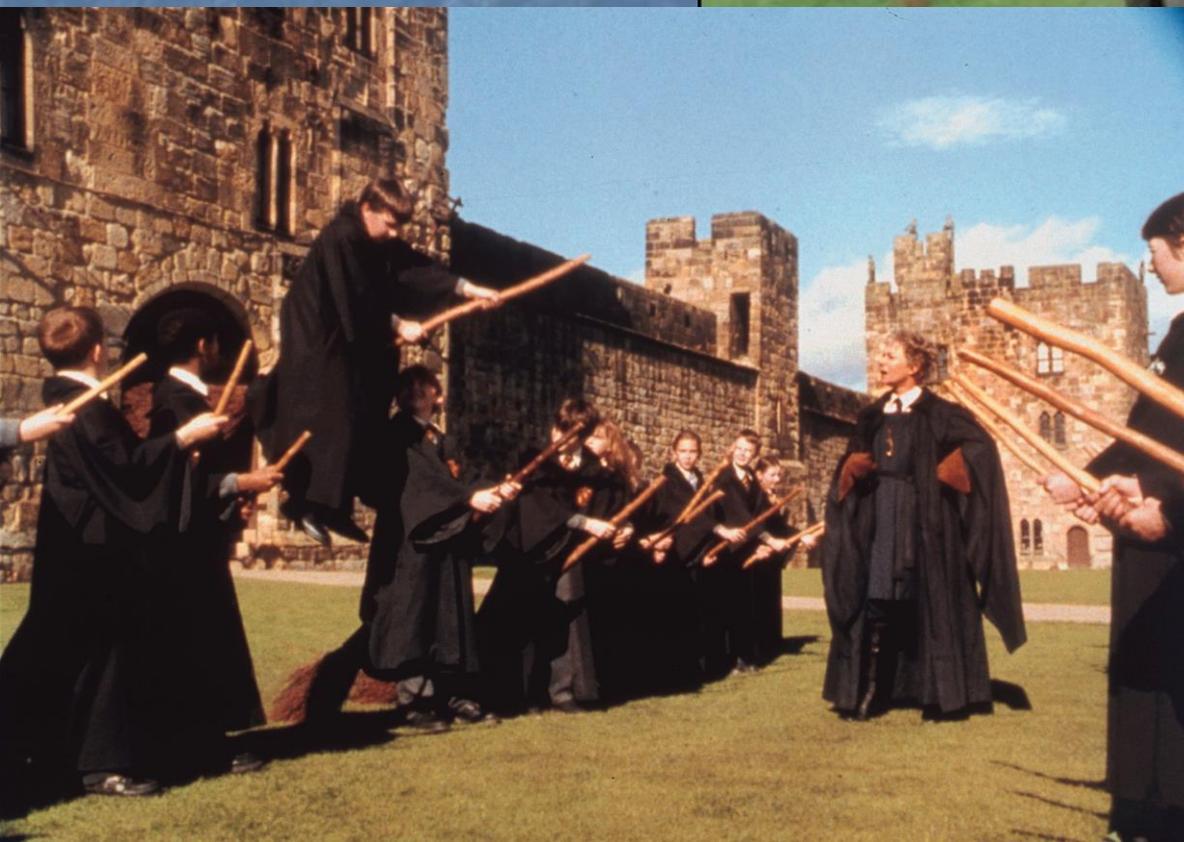
...and that's the end of that story...let's try again.



Answering the telephone... or having an opportunity

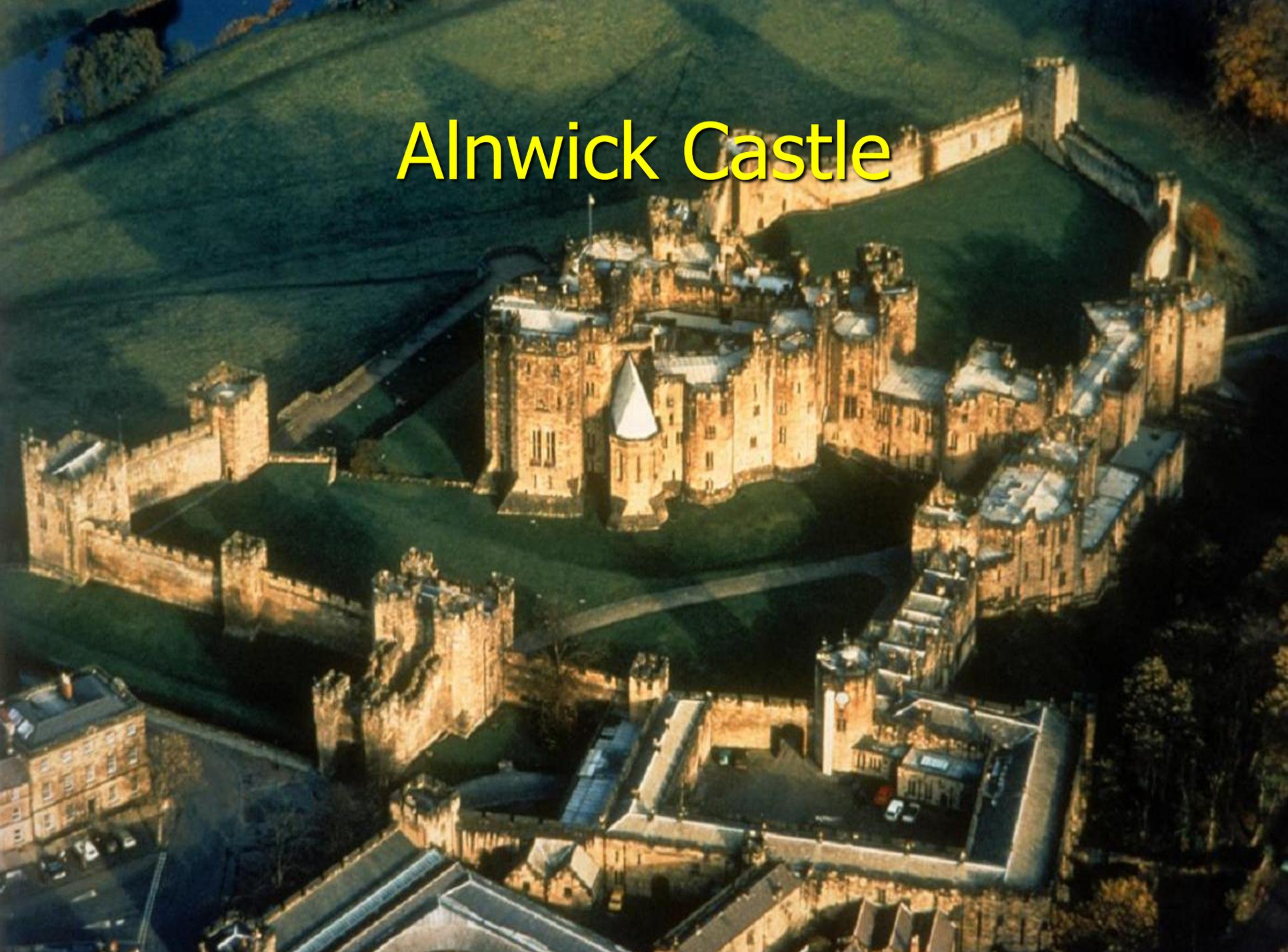
- You never know who is going to be on the other end, what they are going to say or what the consequences might be.
- Always listen carefully and start by thinking that your answer will be '**yes!**' or '**oui!**' or '**ja!**' – have a positive attitude
- You never know what might fly in later...

Harry Potter



Flew into
Alnwick
Castle

Alnwick Castle

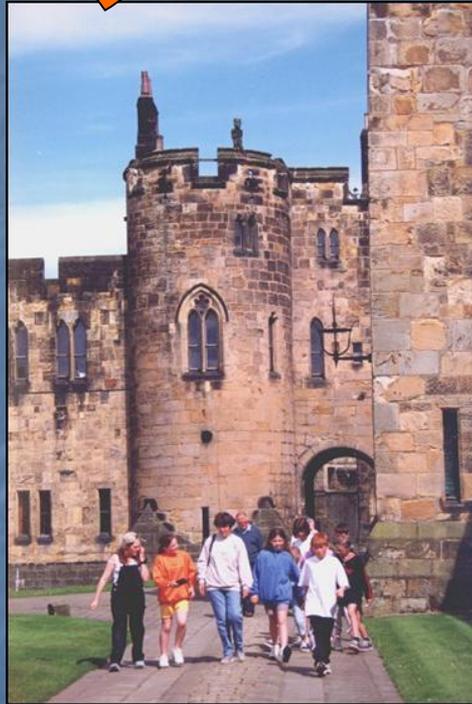


Where is Alnwick Castle?



Annual Visitor Numbers

52,000



Before Harry Potter films

Year 1

Year 2

Year 3

61,000

2742,000

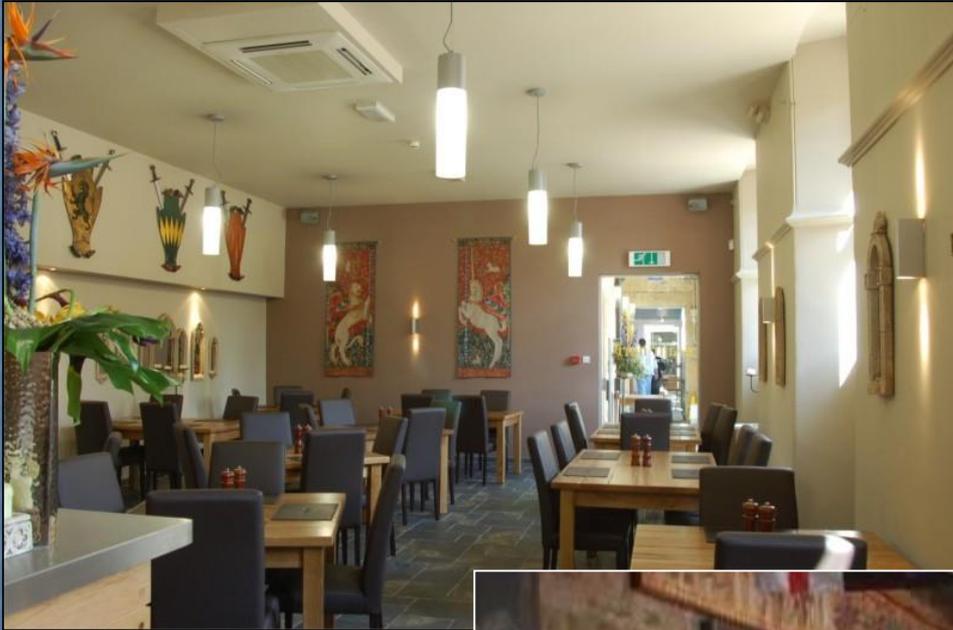


This gave us

- More ticket sales
- Increased media coverage
- Weddings, functions and corporate hire bookings more popular
- More skilled staff
- Which all leads to more...



This allowed us to invest in new attractions, restaurant and shop

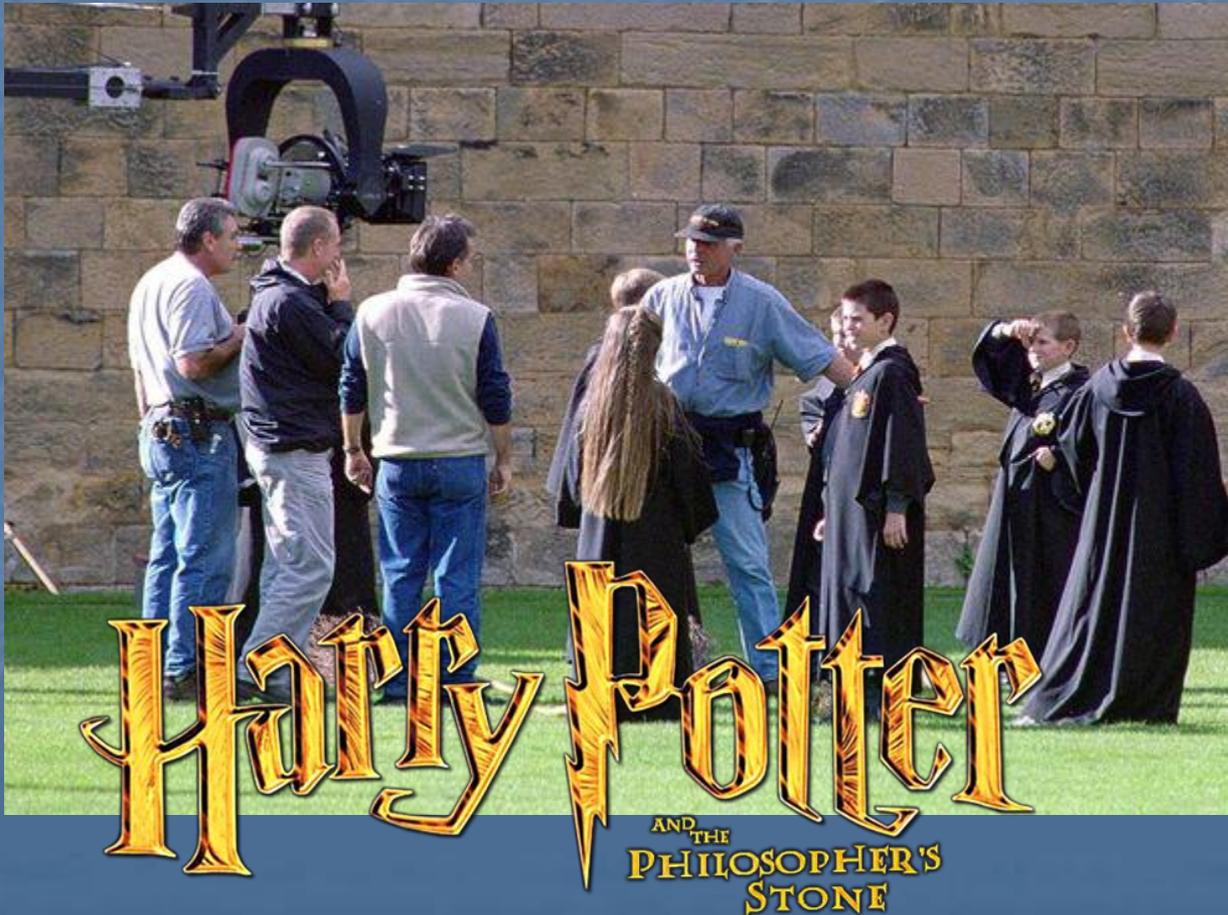


How did this happen?

It was not magic...



It was because I answered a telephone and said 'yes' to the people in this photograph



Harry Potter
AND THE
PHILOSOPHER'S
STONE

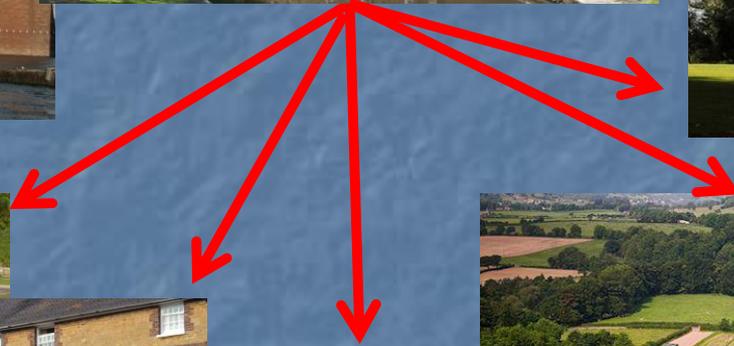


Significant opportunities I made the
most of in my personal career path
...or rolling the dice...

- Training as a teacher
- Going to manage Alnwick Castle
- Leading the Northumberland Academy project
- Becoming a consultant

Some of it was a gamble – but it makes life more exciting

Latest opportunities



How does this apply to you?



These are all transferable to new opportunities.
You also have the motivation to want an interesting, challenging
and rewarding career, and perhaps some fun and enjoyment.

I am sometimes asked by students what's it like being a consultant...

Being a consultant

- You need to have:
 - Experience: to share with others
 - Skills: which can be used in different places
 - Contacts: people work with people they know
 - Patience: sometimes things take longer than you like
- You need to be:
 - Flexible: your calendar and actions changed by others
 - Adaptable: use your skills in different areas
 - Optimistic: no-one wants to work with a miserable XXXX!
 - Resilient: not everything works, you have to bounce back
 - Confident: speak, write and act confidently ➡ client is confident
- You need to know:
 - Your market: who can you work with and how to increase this
 - Your abilities: what are your strengths
 - Your limitations: what are your weaknesses and manage them
 - How to take advantage of opportunities...

But now it all depends on *you*...

...to make the most of
your opportunities for success

Good luck to you all

Thank you

Any questions?