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Colin Kirkpatrick,
International Business Development Manager, Emtelle UK Ltd

Why did you choose the Sales Directors' Programme at Cranfield

"Emtelle UK are looking to Develop Senior Managers within the company and I was asked to look for a course suitable for my current role and possible future roles within the company. After researching different Universities and Business schools and being guided by our Chief Commercial Officer, Cranfield soon came to the top of my list from the various reviews, courses and the content within the courses, as it was exactly what I was looking for."

What elements of the programme did you find most valuable?

"There was a group of 13 people on the Sales Directors Programme, all from different business sectors around the UK and Holland. Though the business sectors were diverse, I was amazed at how many similarities there were which made the whole course a common theme to these diverse businesses.

"The way the lecturers informed us, educated us and assisted in group discussions was excellent. I think that we did have an especially good group of people in the class who all worked well together making the whole course extra challenging and eye opening. After many of the sections in the course (Strategy, Structure, Measurement and Development), you were tasked with a situation at work and the small groups had to come up with a plan to remedy the given situation.

"After 15 minutes, there was then a group conversation with the tutors who then gave feedback on the many different ways in which business problems can be viewed, absorbed and what the best action would be in given situations."

What changes have you made as result of coming to the programme in your current job?

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"When I arrived back at work, I spent much time on putting what I had learnt into my work and from this, I have managed to work more efficiently, I have given mentoring to my colleagues and overall, more is getting done in my small team with less pressure than what was done previously.

"The course also assisted me greatly in how to approach your work load and from this, I have applied for more people to come into the business to cover areas which had been identified as weak points from the group discussion that took place at Cranfield."

How do you think it will benefit the business in long term?

"In the long term, I hope to visit Cranfield again to carry out the Innovation Management: Strategy and Implementation Programme. This will hopefully assist Emtelle in Innovating our way into the future and keep the business performance strong for many years to come.

"Life seems slightly different since the course at Cranfield. It's a little easier, I'm a little less stressed - probably because there is a little more knowledge in my head now."

For more information please visit:

www.cranfield.ac.uk/som/sdp