



THE AUTOMOTIVE
ACADEMY

Welcome to The Automotive Academy Business Executive Support Programme

Driven by the industry, expressly for your business.



Sign Up Now, Free of Charge



The purpose of the Automotive Academy is to assist you and your staff in achieving your business goals.

As a key manager in your business, the pressure will always be on you to ensure that your business is sustainable, stays competitive and delivers profit. Our aim is to help you.

As an introduction to the Academy, we are inviting you and your key staff to sign on, free of charge, to the Automotive Academy's new Business Executive Support Programme.

Business Executive Support Programme

The programme is designed for any person working in a management position. It is equally suitable for Managing Directors who need refreshers or updates, through to any Manager or individual aspiring to a management position.

The first stage is to provide you and your staff with a brief refresher process designed to touch base with business essentials. Included in the initial phase are refreshers on the following topics:

- Planning in Business
- Leadership
- Motivation
- The Principles of Marketing
- Sales Essentials
- Customer Service



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Following registration, you will start to receive, on a monthly basis, a short distance-learning module. These use the award winning EduCare process designed to condense information into the real 'need to know' knowledge. As you will soon find out, this method is not time consuming and can be easily completed at work or at home.

During this phase you will be invited to tell us what you think your business really needs to improve the skills needed for sustainable growth.

About The Automotive Academy

The Academy is a major partnership between the automotive industry, government and the education sector. Its remit is to boost skills in the UK automotive engineering and manufacturing sector, amid growing international competition.

The Academy listens to the industry and responds by developing high quality, relevant training tailored to your business needs.

We are driven by the industry for the industry for the express benefit of your company.

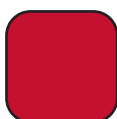
Register today to receive the free learning modules for you and your staff

Don't delay; we expect a very high response. Registrations will be accepted on a first come, first served basis, so please apply immediately by completing the enclosed registration form.

Simply complete the enclosed form and send to:

Automotive Academy EduCare Programme Administration,
31-33 Warwick Street,
Leamington Spa CV32 5JX.

Phone 01926 436204 or fax 01926 436216 or e-mail registrations@debrus.co.uk





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Vision

The industry-led Automotive Academy promotes world class training for people at all levels in UK vehicle manufacturing and its supply chain.

The Academy's validated national curriculum will have wide approval and result in measurable business improvement stimulating a profitable and continuously improving UK automotive industry.