

## ACTION RESOURCES LIMITED

### Management Development in Motorsport

Action Resources Limited is run by motorsport enthusiasts whose professional expertise is the development of people, teams and organisations.

**Roger Phillips** – Managing Director – is recognised for his encyclopaedic knowledge of motor-racing and proven business leadership and training skills. He has been involved in managing people at the strategic level for over 30 years and is a former Chief Executive of Somerset Training and Enterprise Council – one of the most innovative such organisations in the UK. Roger has immense commercial experience but takes a pragmatic, hands-on approach to team-building and management development. He also currently manages, advises and encourages a number of British race-drivers.

**Mike Flanagan** – an Action Resources Associate – is a successful business adviser, with an automotive and high tech background, who is well known as a mentor and professional management coach.

Action Resources Ltd is an active Member of the Motorsport Industry Association (MIA)



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### The Motorsport Network

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# MANAGEMENT DEVELOPMENT IN MOTORSPORT



*Performance through People*

[www.actionresources.uk.com](http://www.actionresources.uk.com)

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## ACTION RESOURCES LIMITED

### Management Development

'The people at the top of motorsport companies tend to be there as a result of their driving, or engineering skills and not always for their general leadership or business skills.

A blame culture exists in many companies, where the need to display an indispensable, macho image (for example, being judged on how much overtime you do) is also common.

Experience suggests that while competitive motorsport may motivate some of the workforce, the rest are motivated by more basic needs. It follows that the managers are not necessarily skilled in the motivation of a large number of the people in their organisation.

These managers have a key responsibility to encourage creativity and innovation amongst all employees by discouraging fear of failure and a blame culture. They need to recognise that not everyone is a racing fanatic and that they, themselves, may need to develop their management and coaching skills to achieve this.

This is particularly important with the increasing influence of automotive manufacturers in the industry, and for managing the transition to the world class processes that they will demand.

Motorsport organisations, and education and training providers, should consider ways of helping managers to develop these "soft" business skills.'

*An extract from "Promoting the Valley: motorsport pathfinder report" (published by the Motorsport Industry Association, January 2001)*

**CONTACT US NOW TO EXPLORE HOW WE CAN HELP YOU**

**[www.actionresources.uk.com](http://www.actionresources.uk.com)**

## ACTION RESOURCES LIMITED

### Our Areas of Expertise include:

- Individual and Team development
- Mentoring and Counselling
- Coaching
- Business leadership and strategic advice
- Change management
- Training and competency development
- Arbitration
- Recruitment and Selection
- Personal and interpersonal skills
- Motivation and Communication
- UK Employment Law
- Employee relations

We like to work alongside the principals and proprietors of motorsport businesses – in full support of your objectives – so as to unlock the maximum potential of all those engaged in the business, in the pursuit of ever greater commercial and sporting success.

**Action Resources Limited**

***Performance through People***