

2021 Feedback Report

A Year of Accomplishments.



ION
leadership



RESEARCH, ENGAGEMENT
& INNOVATION SERVICES

GWASANAETHAU YMCHWIL,
YMGYSYLLTU AC ARLOESI



2021 FEEDBACK REPORT

This report was produced using the data recieved from delegates who graduated from the ION Leadership programme during the year 2021.

To accurately measure what impact the ION Programme has had on delegates this year, the report only includes feedback that was received from a delegate during both their entry and exit survey (57 delegates).

In all, 8 cohorts were completed across both Bangor and Swansea University in 2021.

These cohorts were:

ILG24

ILG25

ILG26

DB10

ILP9

ILP10

NLB7

NLB8

The remainder of this report will highlight what our delegates thought about the programme and what impact the programme has had on delegates and their organisations.

WHO HAS BENEFITTED FROM THE ION LEADERSHIP PROGRAMME?

131 Delegates
across the 8
cohorts

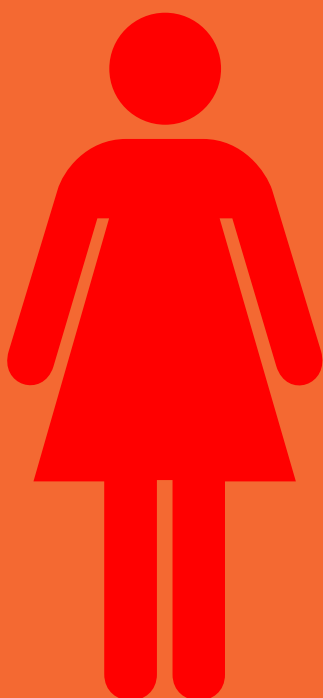


Average Age
39

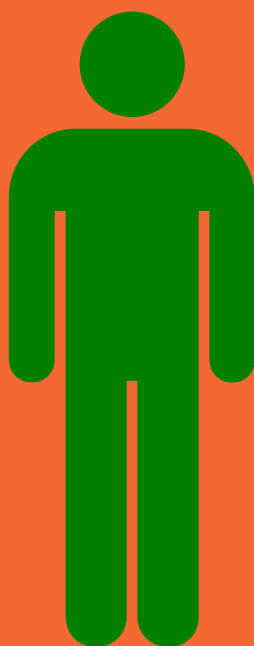
Oldest (wisest!)
74

Youngest
22

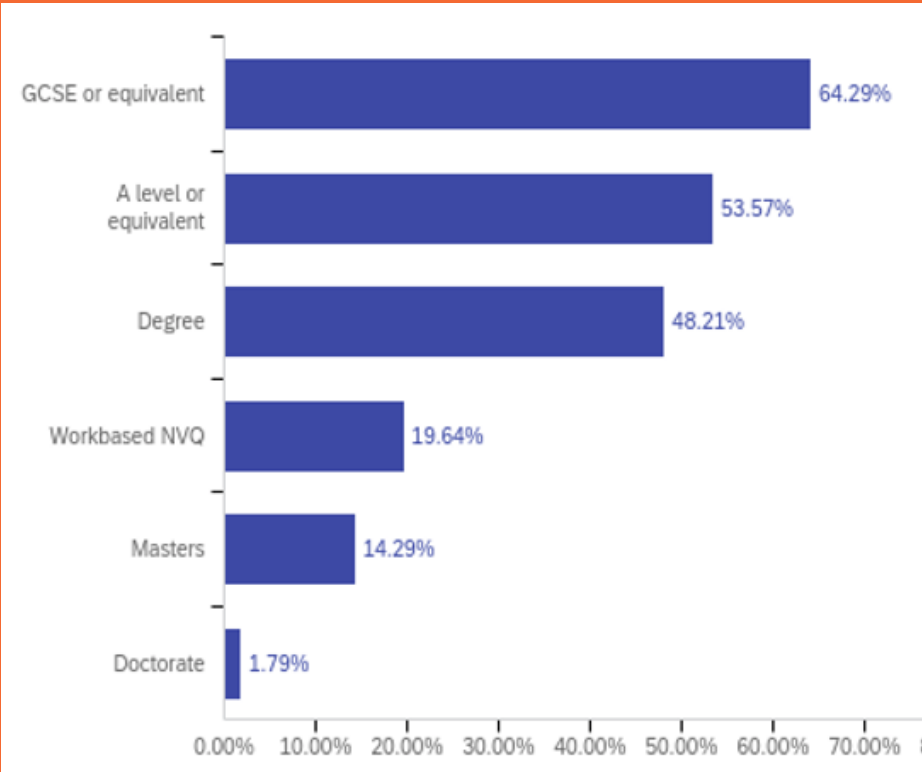
55%



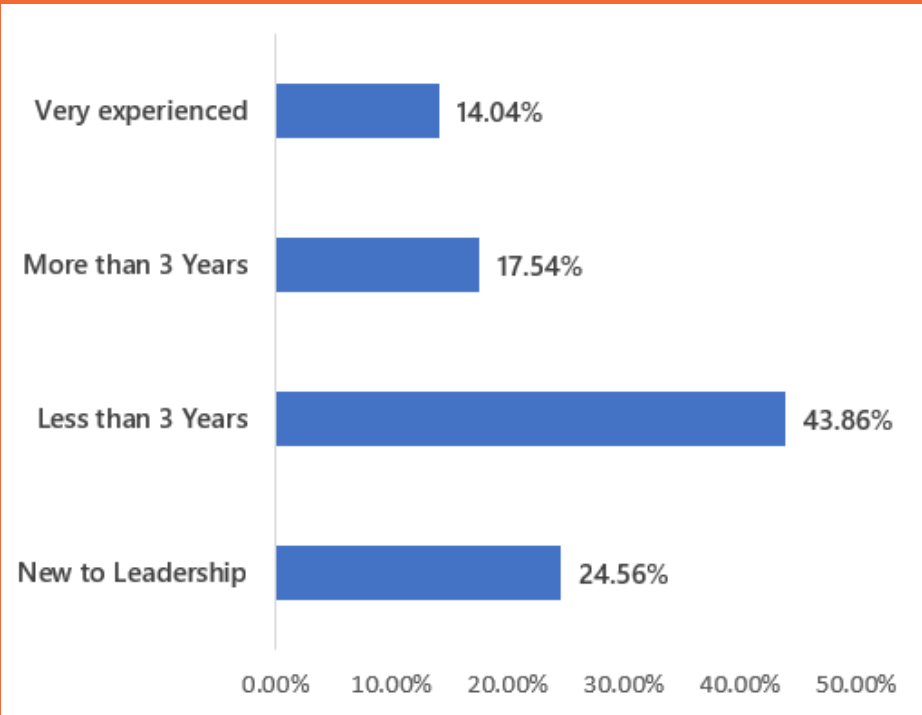
45%



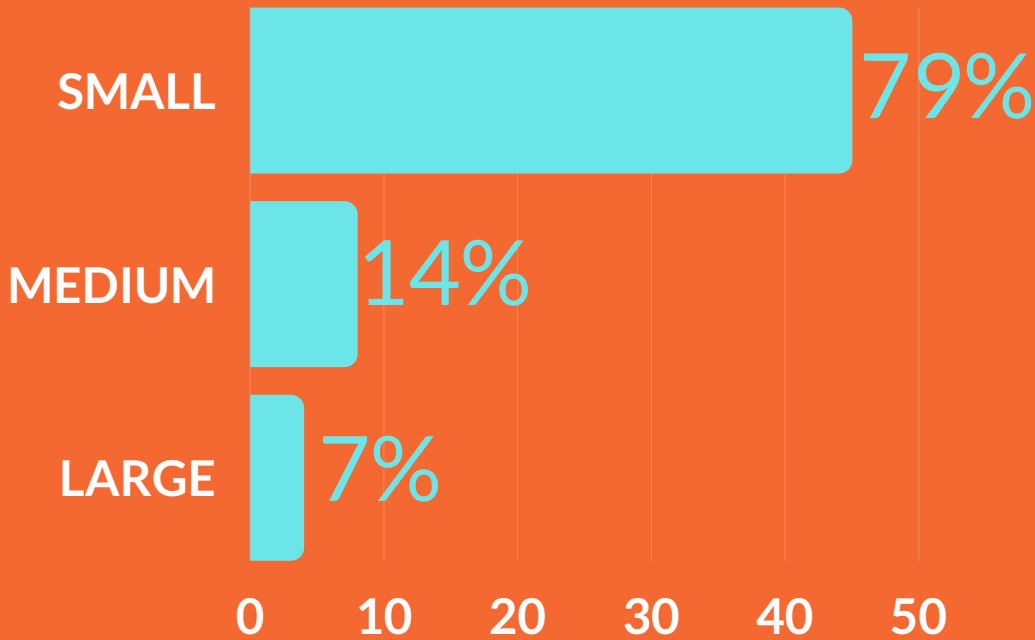
EDUCATIONAL LEVEL



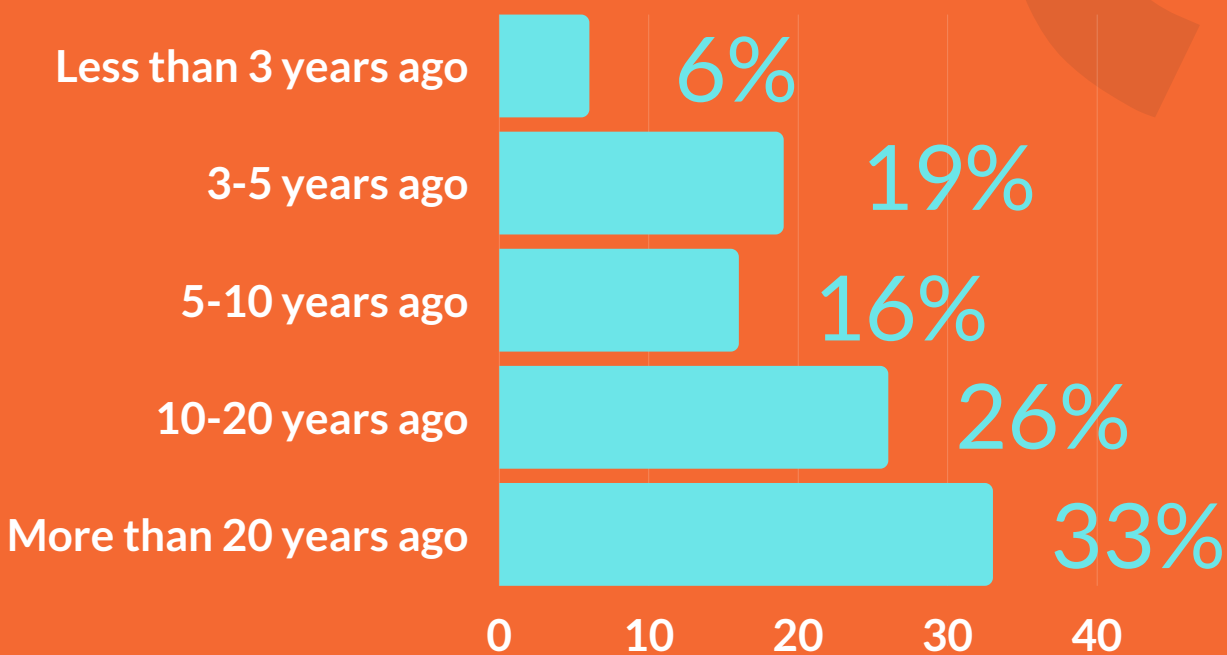
MANAGEMENT/LEADERSHIP EXPERIENCE



BUSINESS SIZE



WHEN DID ION DELEGATES BUSINESSES START TRADING?



TURNOVER OF OUR DELEGATE'S ORGANISATIONS



Median: 520k



Smallest: 10k



Largest: 735M

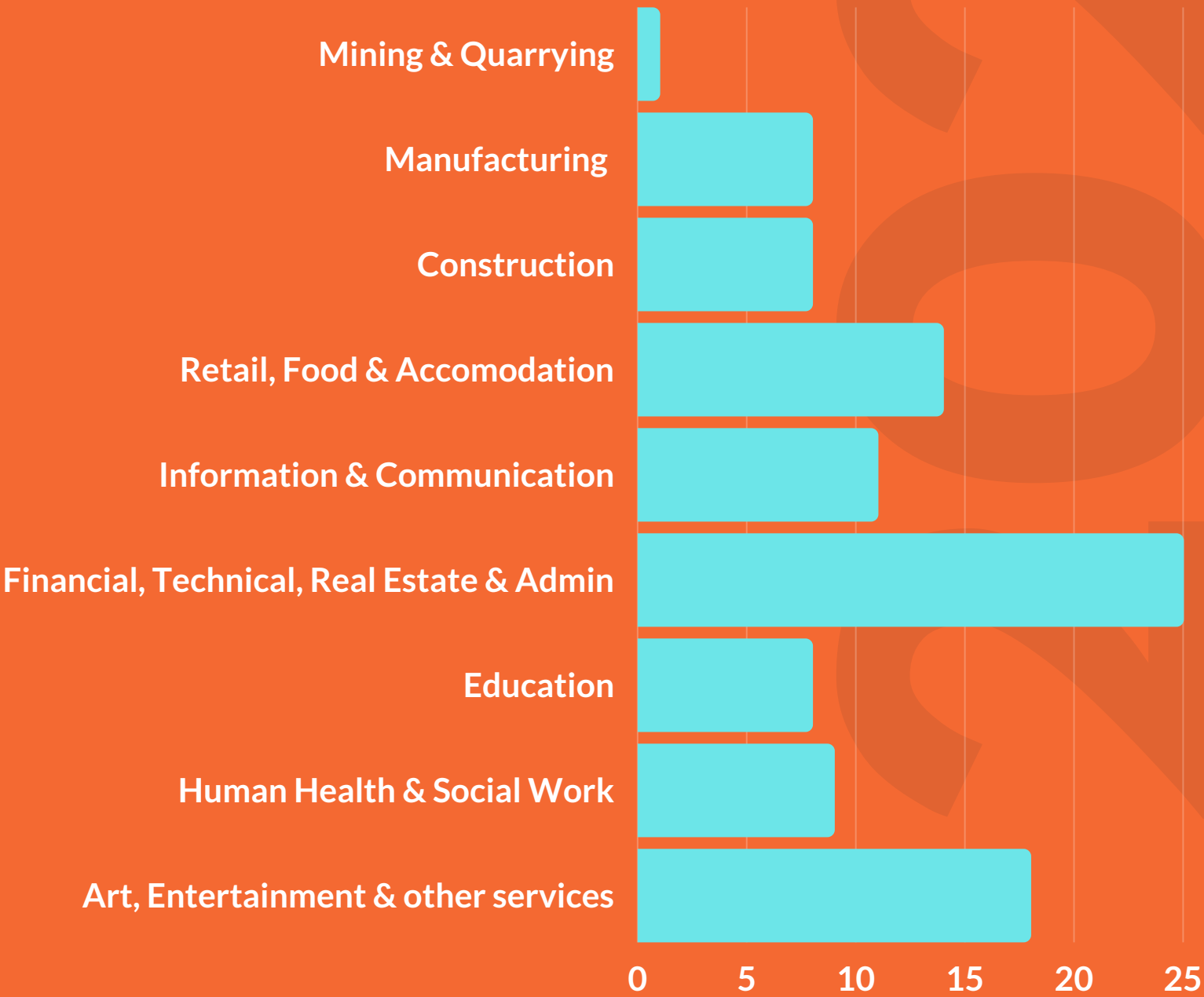
NUMBER OF EMPLOYEES BELONGING TO OUR DELEGATE'S ORGANISATIONS



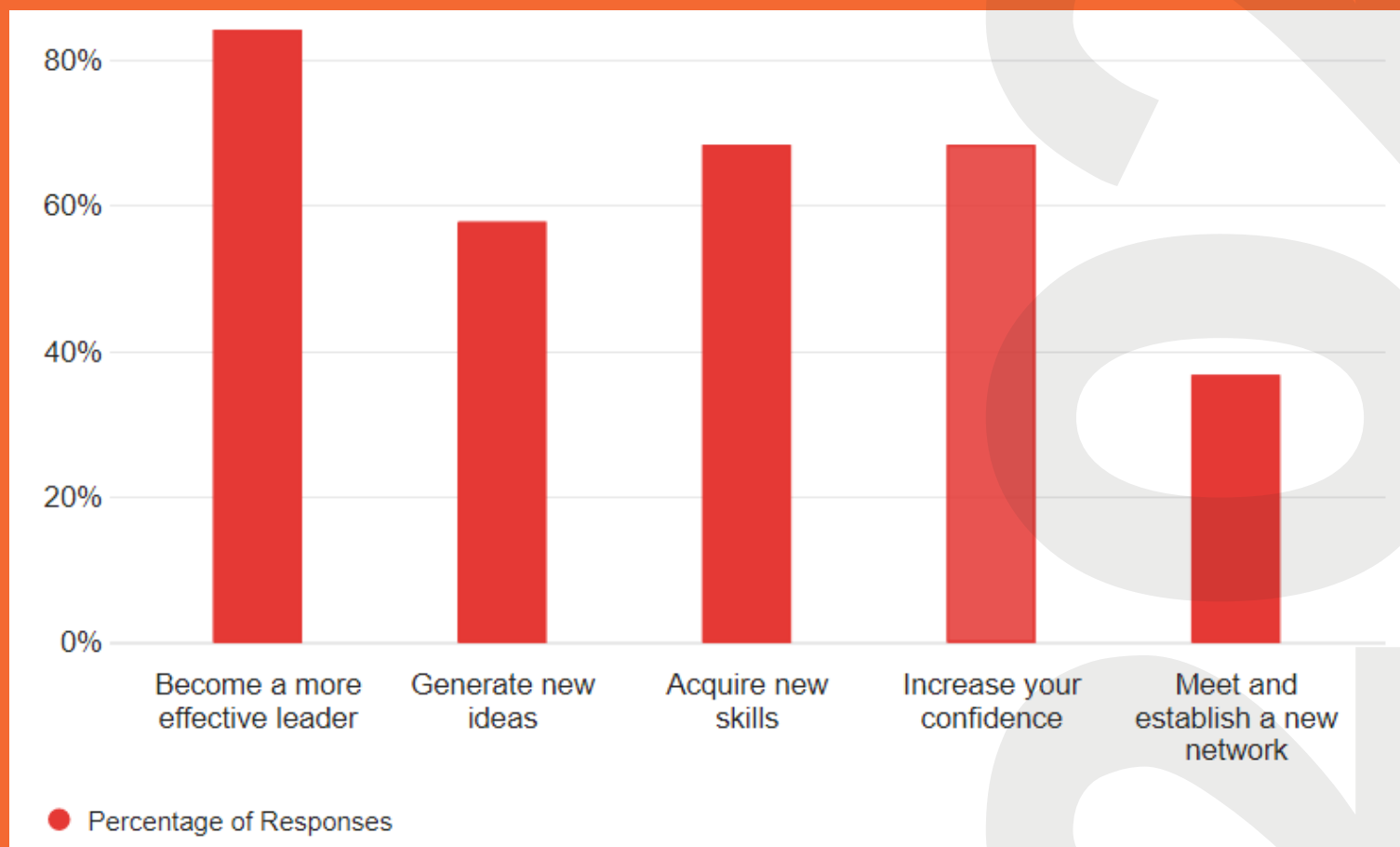
Median:
12 employees per
Organisation

11,303 people are employed within
this year's delegate's organisations

ORGANISATIONS BELONGING TO EACH BUSINESS SECTOR (%)



WHY DID OUR DELEGATES JOIN THE ION LEADERSHIP PROGRAMME?



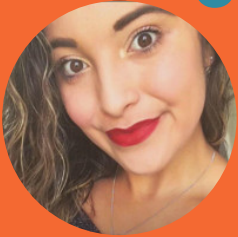
Michelle Hitches -
Project Manager for Energy
Systems at Offshore
Renewable Energy Catapult

“It would help me gain confidence in dealing with different types of clients and give me the skills to build my business. Even though I have all the accounting qualifications I need to trade they don't train you how to manage a business or how to deal with people. I feel this course would help me do this and allow me to support my clients better.”

HOW CAN THE ION PROGRAMME HELP YOU PERSONALLY?

Delegates are asked to explain before starting the programme how they think the programme will help them. A small sample of responses can be seen below:

“



I'm hoping the programme will help me enormously with gaining confidence, knowledge and experience of leading a team successfully. ”

Gwen Lloyd - Team Leader
Antur Teifi / Business Wales

“



I'm hoping that it will build on my current skills and ways of working and I'll become a more effective leader. ”

Clare Rutter - Team Leader
Adventure Beyond

“



Give me time out of the business to look at things differently, learn from others, think strategically and help me put plans in place to achieve the growth I desire. ”

Eddy Webb - Owner/Director
InSynch Business Services LTD

WHAT CHALLENGES DID OUR DELEGATE'S ORGANISATIONS FACE?



“Moving forward with new business plans / tenders, multiple projects regarding building and development in our production.”

Andy Goswell - Manager
South Caernarfon Creameries Ltd



“Reducing overheads and improve communication in order to be more competitive.”

Lauren Pugh - Senior System Engineer
General Dynamic Mission Systems



“Growing the business from a small team. Making most use of limited time and resources. Ensuring documented processes.”

Clare Llywelyn - Technical Account Manager
Papertrail.io



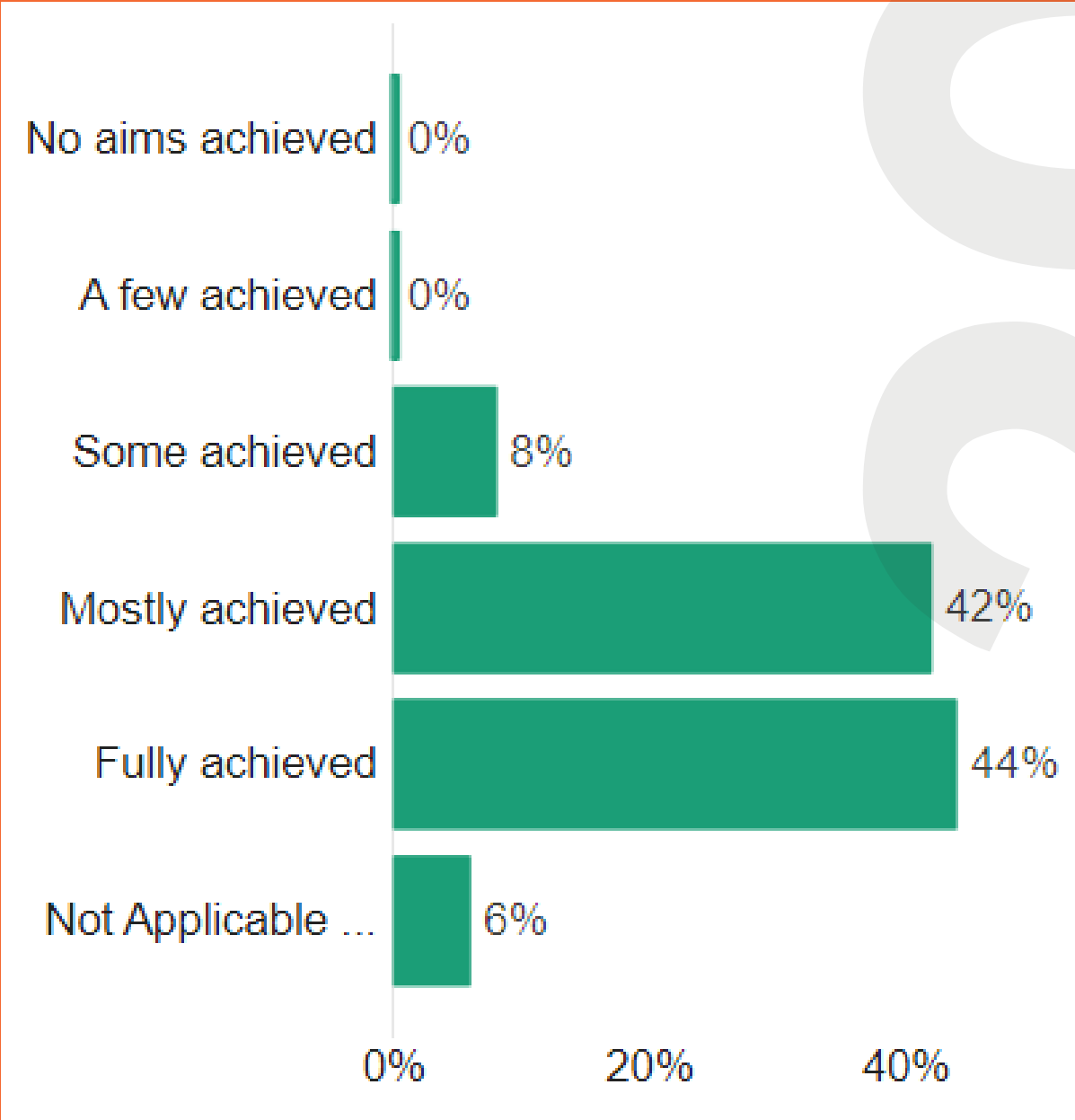
“Funding for growth and team development. Recruiting skilled staff to join the team.”

Sean Lade - Owner/Director
BlueTree Home & Garden LTD

DID THE PROGRAMME MEET DELEGATES EXPECTATIONS?

Upon completing the ION Leadership programme delegates are asked "To what extent did you achieve the aim (s) you set at the beginning of the programme? "

The overwhelming majority of delegates said that they either 'MOSTLY' or 'FULLY' achieved their aims for the programme.



WHAT IMPACT DOES THE ION LEADERSHIP PROGRAMME HAVE ON DELEGATES?



98% of ION delegates say that participating in the programme has made them a better leader

Feedback from delegates on the ION programme reveals a myriad of significant changes in the way in which delegates perceive themselves, their role, and the way in which they approach their work.

Indeed, participants partaking in our survey's open ended questions summarise their experience of the ION Programme as 'life-changing', 'confidence building', 'inspirational', 'fantastic' and 'invaluable'.



Patrick Dodds
CEO
Hexigone Inhibitors
LTD

“
*[The ION Programme] has helped develop leadership skills that have enabled me to improve the team, my management style and improve leadership skills to motivate the team.
The programme has helped my team by encouraging me to recognise strengths and weaknesses as well as collectively working together demonstrating our core values. Coaching has had an invaluable effect. The company is stronger after some rearrangement of team members. The course has enabled discussion on real time problems/issues in the business and seek development.*



WHAT IMPACT DOES THE ION LEADERSHIP PROGRAMME HAVE ON DELEGATES?

93% say ION Leadership programme enhanced
BUSINESS LEADERSHIP SKILLS

84% say ION Leadership programme enhanced
CONFIDENCE

55% say ION Leadership programme has supported an
INCREASE IN PRODUCTIVITY

90% say ION Leadership programme enhanced
PROBLEM-SOLVING SKILLS

72% say ION Leadership programme enhanced
INNOVATION SKILLS

92% say ION Leadership programme enhanced
PEOPLE LEADERSHIP SKILLS

73% say ION Leadership programme enhanced
ABILITY TO GROW THEIR BUSINESS

68% say ION Leadership programme enhanced
BUSINESS RESILIENCE

78% say ION Leadership programme enhanced
ABILITY TO DELEGATE

45% say ION Leadership programme helped
INTRODUCE NEW PRODUCTS OR SERVICES

76% say ION Leadership programme helped
INTRODUCE NEW PROCESSES OR PRACTICES

73% say ION Leadership programme helped
ABILITY TO DEVELOP THE SKILLS OF COLLEAGUES

92% say ION Leadership programme had a
POSITIVE IMPACT ON THEIR ORGANISATION



WHAT IMPACT DOES THE ION LEADERSHIP PROGRAMME HAVE ON DELEGATES?



“ My skills and ability to manage change have improved as a result of course. The reflective and emotional intelligence session were particularly useful when employing new staff. ”

Danni Watts Jones - Director
DWJ Wealth management



“ It's given me the confidence to be true to what I believe in for the business and ways to bring along my business partners and staff on to the journey. I've started to implement some new key changes by putting our mission and values at the heart of everything we do with our staff, members and network. ”

Zoe Antrobous - Director
4TheRegion



“ The programme has help me see things from another perspective and through the eyes of my team by using self-reflection and understanding leadership styles. ”

Mark Stevenson - Manager
Extrascope LTD