



**Menagerie and  
The Ashcroft  
International  
Business School**

# What's Your **Story?**

A new chapter in arts based  
**training** and **corporate support services**



# Chapter one: Our story... Menagerie

Menagerie Training is part of a leading Cambridge based professional theatre company which has created, developed and presented innovative new work nationally and internationally since 1998.

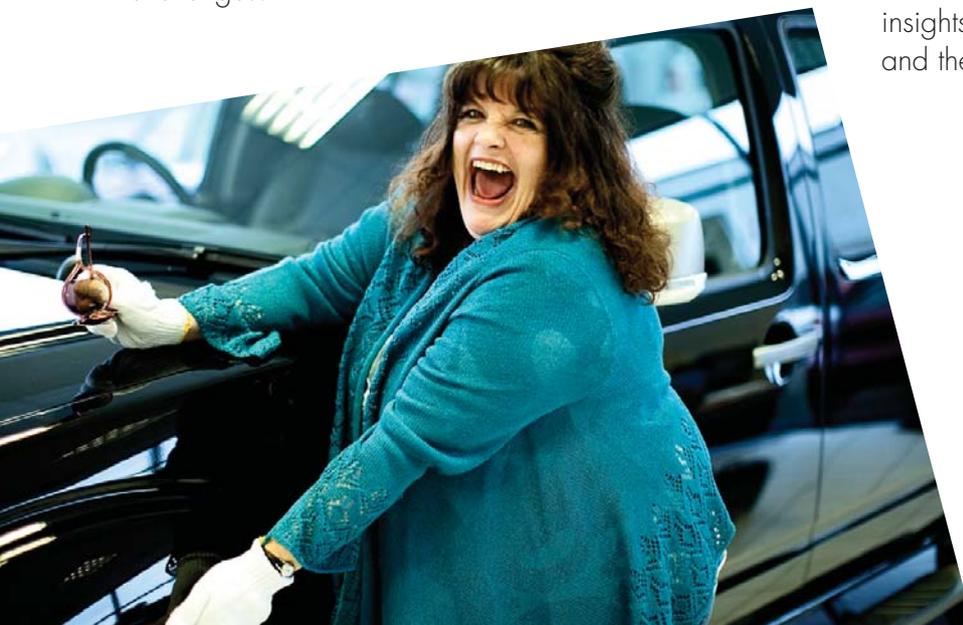
## **We inspire clients... through world class arts based training interventions that support business challenges and inspire staff**

- We motivate and surprise people.
- We develop programmes and events that are creative, daring and effective.
- We encourage people to get on their feet, get their hands dirty, laugh and discover hidden talents.
- We create a learning, sharing and enhancing environment that focuses on genuine issues and challenges.

## **We unleash potential... through extraordinary, inventive workshops and programmes**

### **Workshop approaches include:**

- **Interactive scenarios:** Clients work with actors and other creative artists to investigate behaviours and gain insights to performing effectively at work.
- **Artistic interventions:** We create exercises and challenges for and with clients, allowing them to learn new skills and reflect on communication and culture models.
- **Skills:** We challenge communication in totality - voice, body and mind - we give people new insights into how to get the best out of themselves and their customers and colleagues!



## Chapter two:

# Our story...

## Ashcroft International Business School

### Corporate Education Services

Ashcroft International Business School is focused upon offering management courses and undertaking research that helps develop people to be successful leaders and managers in a global business world. The School is one of the five faculties of Anglia Ruskin University, and offers a range of undergraduate, postgraduate and doctoral qualifications for both the open market place and also as bespoke courses for companies. The School is based in Cambridge and Chelmsford.

At Ashcroft we are developing an innovative approach to practice based management education and research. This means our students and clients experience high quality education that is relevant to their needs and to those of employers and organisations. Many of our courses involve learning in the work place and our teaching teams regularly comprise top academics working alongside successful management practitioners.

Our corporate and executive education portfolio includes:

- Qualification based courses
- In-company accreditation
- Short courses
- Intensives
- Bespoke research
- Consultancy

We work closely with our partner organisations to design our education and research offering to meet the needs of individuals and their organisations. In many cases, the educational solutions we design are bespoke to the individual organisation.

We believe that effective management education goes beyond the qualification of a business degree or MBA. Management education has a role to play at the heart of organisational innovation and driving forward change initiatives. Developing and tailoring management education processes can have the result of supporting the delivery of major change in organisational strategy. This is usually the starting point of our conversations with corporate clients. We have considerable experience and expertise in aligning models for educational qualifications alongside designing management education experiences that allow managers and organisations to address modern business realities.

We work with both private sector businesses such as Barclays, UPS and Crawfords and also public sector organisations such as the NHS, Fire and Rescue Service and the Arts Council.

## Chapter three:

# Stronger together...



### **Menagerie** joining forces with **Ashcroft**

International Business School provides a new depth in the research, delivery, impact and evaluation of training initiatives and education and management programmes.

Now as well as actors, musicians and artists businesses can have access to faculty members, academics, students, visiting fellows and business consultants.

Now we can use our combined skills to create and drive a new consciousness for businesses. Together we can drive the creation of a new culture supporting the transformation of organisational infrastructure and change management.

We can now go beyond capabilities and skills such as presentation and communication, listening, improvisation and body language to include business planning, financial strategy, international trading guidance, personnel issues and governance.



## Chapter four:

# Our approach...

**Menagerie** and **Ashcroft** uniquely combine arts-based practitioners with professional consultants and academics to provide a shared vision and fresh approach to personal team and organisational development.

Through dynamic and interactive programmes there is a common through-line focusing on people as the primary resource that contributes to individual success and improved organisational performance.

Creativity, innovation, business experience and original thinking perspectives are harnessed to create a positive and sustained impact on the way people can be inspired.

The training, products, and support services provided by our programmes link people together, promoting personal excellence and igniting untapped potential.

The approach is fun, practical, focused, relevant and most importantly, proven.

The common currency for all our trainers and facilitators is human potential, focusing on creativity, innovation, imagination, the power of teams, inspirational leadership, communication and performance.

Techniques employed are all non-threatening and include professional actors in role-play, interactive debates, improvisation, practical scenarios, personal and organisational challenges, creative exercises, staged performances as well as more traditional presentation and multi-media sessions.



Chapter five:

# Choice, choices...

## Programmes and Workshops include:

- Teambuilding
- Presentation Skills
- Creative Thinking
- Service Excellence
- Positive Culture
- Communication Skills
- Leadership
- Pioneering Change
- Personal Impact
- Research
- Corporate Education
- Consultancy

## Chapter six:

# What the critics said...

### Awards

In 2006 Menagerie won the **Arts and Business** training award for Best Employee Training for its work with **Liverpool Football Club**.

Menagerie has twice been nominated (2004, 2006) as **Best in Category** in the Financial Times/Arts and Business Corporate Training Awards for its work in creating and delivering a new corporate vision for AMP UK and for its work on creativity with The BBC.

In 2002 the company won the Anglia TV, and Arts Council sponsored Award for **Best Creative Business** in The East of England for its training work.

### Recommendations

**Tim Bishop, Head BBC:** *Well judged, thoughtful training that is clearly inspiring staff to re-think and challenge the way they work!*

**Stephen Bourne, CEO Cambridge University Press:** *Innovative and effective training ..really fantastic stuff!*

**Andy Clewer, Partner, Ernst and Young:** *You ran an absolutely stunning end of year event. we will only be using you in the future...!*

**Les Wheatley, Finance Director Liverpool Football Club:** *The FC Programme has changed the way every member of the club from the players to the shop workers thinks about their job and the impact it has on our supporters!*



# Chapter seven: **Whodunnit?**

**We have worked with a wide range of clients...**

## **Professional Services**

- Ernst & Young
- Standard Life
- AMP UK
- Sesame Financial Services
- Zurich International Life  
(Switzerland, Hong Kong and Dubai)
- Pearl Assurance

## **Media**

- BBC
- Archant publishing
- Cambridge University Press
- Daily Mail Group

## **Education**

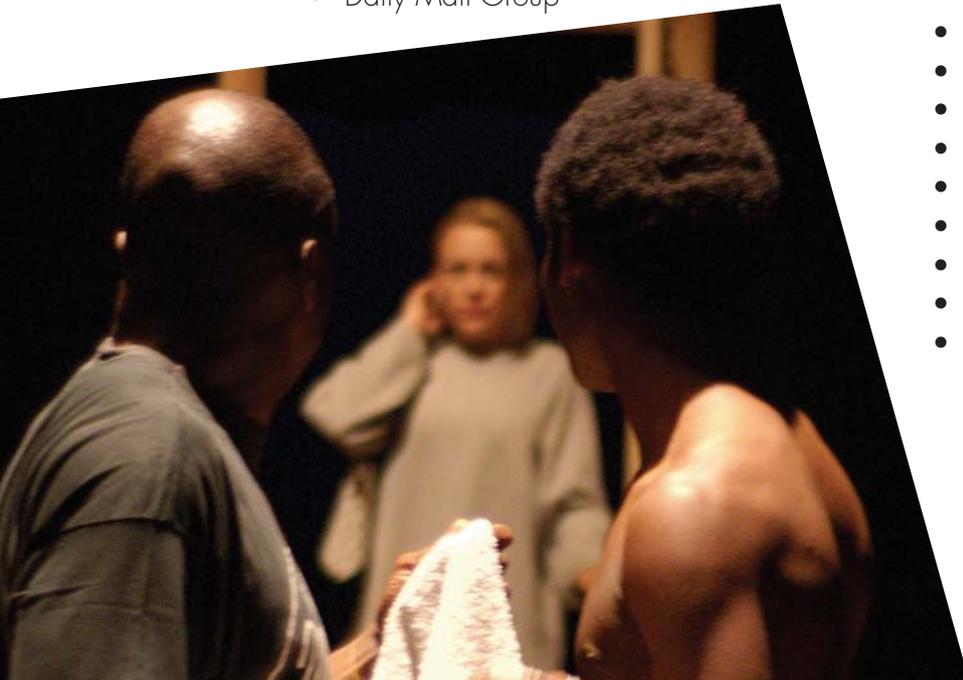
- Anglia Ruskin University
- Cambridge University
- New York University
- Harvard University

## **Public Sector**

- East of England Development Agency
- Arts Council England
- Learning & Skills Council
- US Department of Defense

## **Other**

- World Fairtrade Licensing Organization
- Liverpool Football Club
- Nissan Cars
- 3M Distribution
- NiiT (India) Call Centre Services
- Association of Graduate Recruitment
- 20:20 Contact
- Hays Customer Solutions
- The Institute of Management
- Cambridge Building Society



## Chapter eight:

# Back on stage...

**Menagerie** also generates new theatre, working with writers to commission and develop the best in new work for national and international touring. The resulting productions reflect the richness of intensive preparation, the depth of joint ownership and the spontaneous vitality of original theatre.

*absolutely absorbing, mesmerising theatre...*

**The Observer** on Correspondence (2008)

*Sparkles with wit and word play... peerlessly acted*

**The Guardian** on Frobisher's Gold (London 2006)

*Stunning performance... beautiful design... sensitive direction*

**The Stage** on Syringa Tree (Edinburgh 2006)

*Extraordinarily powerful theatrically excellent superb theatre*

**The Independent** on Two Into War (2004)

*A cracking production that jitters with verve and energy*

**The Times** on Hard Sell (London 2003)



# Chapter nine:

# Case Studies

**BBC**

**BBC**

**Focus:** Creativity.

**The Brief:** To create a series of workshops focussing on unlocking creativity for BBC staff working in all media in the Eastern Region.

**Our Response:** A combination of unique thinking workshops focusing on *initial idea generation* moving onto *thinking in new ways* and finishing with *selling and sustaining ideas*.

Approaches included working with playwrights to use words more creatively, mask and mime artists to understand the power of spatial relationships and musicians to learn how sound and rhythm are underutilized in lateral thinking. Each participant undertook three workshops over two days to create a balanced capture of new ways of thinking.

**Outcome:** Outstanding results in inspiring and motivating teams to take more imaginative risks in the way they approach work.



**Liverpool Football Club**

**Focus:** Organisational/Culture shift.

**The Brief:** As Liverpool look to expand and move to a new 60,000 seat stadium it is important that all 222 employees are prepared for the big changes, new pressures, and don't lose the identity of the club.

**Our Response:** Using the arts in many forms to inspire, clarify and challenge ways of acting and reacting to internal and external forces. We created the FC Programme, focusing on understanding the club Culture, its Customers and improving communication all ready for Change.

**Outcome:** A successful three year programme has transformed the attitude to customers both internally and externally.



## World Fairtrade Licensing Organisation

**Focus:** Teambuilding and culture shift

**The Brief:** Celebrate and support the instigation of a new business plan which includes new initiatives and working approaches and a re-assessment of culture focusing on customer care.

**Our Response:** A series of interactive events for the central licensing employees from all over the world. We took a look at vision, values and priorities for the company through a variety of challenges, scenarios and exercises used to highlight the combined organisational culture. Sessions focused on building teams while enhancing the individual. A dynamic, practical insight into the major elements that contribute to a positive culture at work and successful implementation of the new business plan.

**Outcome:** A new way of thinking, a new way of working, a celebration of the new culture at this leading world-wide social enterprise.



## Zurich International Life: Financial Services

**Focus:** Service Excellence.

**The Brief:** Support the worldwide roll-out of Service as the number one business priority.

**Our Response:** We generated three programmes: which were rolled out to 800 employees in six different sites including Dubai, Hong Kong and Switzerland.

- Playing Your Part: communications skills and customer handling
- The Big Bang: Service Ethos programme
- Unto The Breach: Leadership programme

**Outcome:** This inspirational programme changed the culture of the business worldwide, focusing employees on task but also enlightening them with a new perspective on doing business and sustaining change.

The next chapter...



# What's Your Story?

Let us help you create the next chapter in your business...

## **Menagerie**

Eastern Court  
182-190 Newmarket Rd  
Cambridge  
CB5 8HE

## **Performance/Training Space:**

The Junction  
Clifton Way  
Cambridge  
CB1 7GX

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Email: [office@menagerie.uk.com](mailto:office@menagerie.uk.com)

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## **Ashcroft International Business School**

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