

Providing Leadership Through Change & Uncertainty

Wednesday 18th March, 08:30 - 10:30

The Hydrant, Monument, London, EC3R 8BG

Breakfast available from 08:00

Keynote Spotlight



Dr. Jim McGowan

Managing Director, Franchising
Wall Street English International

Wall Street English is a world-leading brand in English language teaching for adults. Over its 45+ year history, it has provided tuition to over 3 million adults through a global network of franchise centres using a unique blended learning methodology. There are over 420 centres worldwide.

Jim joined Wall Street English International originally in 1992 as a teacher in Madrid and held various management roles over two decades.

Jim's focus is on the global economic performance of WSE operations both for the corporate owned centres and the franchised networks, where global sales are in excess of \$400m.

With over 28 country operations under his leadership and 185,000 students, Jim knows the impact uncertainty has on franchisees and internal employees, and will share his insights at the B2B Trust Series discussion.

Presented by Customer Attuned

Customer Attuned is the leading expert in transforming B2B relationships and sales, based on trust and working together for mutual commercial benefit.

www.customerattuned.com

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your **FREE** place.
Tickets are strictly first
come first served.

Praise for Customer Attuned

"I thoroughly enjoyed your event on leadership & resilience! For too long success as a leader was about wielding power, but the balance has shifted for the better and your session brings the modern enlightened view – that it's all about our people – to life, by prompting us to focus on how we carry ourselves as leaders in order to get the best out of our people. Brilliant, thank you!"

David Brown, Distribution Proposition & Agency Leader at Covea Insurance