



Working with Leaders in the Heritage, Conservation and Community Sectors

Challenges and Opportunities in the Heritage, Conservation and Community Sectors

Heritage organisations, wildlife conservation groups and community organisations face unprecedented challenges and opportunities. The threats to are great: reduced public funding, increased competition in the charity sector and greater public scrutiny of everything you do. But, the opportunities are great too, with a range of excellent funding opportunities, a growing public interest in what you do and a growing commercial economy. Great leaders in the heritage sector will plan to address the challenges and take all the advantages going of the opportunities. I have a lifetime of experience leading organisations in the heritage, conservation and community sectors. I have managed change, sat on and led Boards and developed new ways of funding and grown new charities. If you think I can help you, please get in touch.

Proposal

1. Leadership, senior team development

Leaders are key to the success of organisations that need to change to adapt to new opportunities, face up to challenges and grow successful heritage enterprises. Little time is put into developing leaders, but their impact can be profound. As a former CEO, experienced Board Member and specialist in change, I can help your CEO and Board develop to their full potential. Read my thoughts on leadership here: <http://bit.ly/1Ajrv7v>

2. Effective Boards and governance

Great Boards don't just happen, they need to be developed. A good Board shows leadership, challenges and supports at the right time and ensures great performance by the staff of the organisation. I'm an experienced adviser to a Boards, trustee and non-executive director (I chair a NHS finance committee and am a member of a public sector Audit Committee) and can work with you to ensure you are a well-led body.

3. Stakeholder management

A clear picture of your stakeholders is important to the delivery of your mission and who needs to be kept informed of what you do can be important to your success. Don't leave these important relationships to chance, instead plot who matters and plan how you interact with them. I've led several stakeholder reviews and am currently advising a Government Agency on its stakeholder strategy. My thoughts on stakeholders are here <http://bit.ly/1F5wVdK>

4. Partnerships

Many of the best outcomes come from organisations working together, sometimes when places with a common geography collaborate, or when there is a shared interest in a funding opportunity or where skills and resources can be shared between organisations. Many funding agencies require partnerships and many commercial activities are best done by strategic commercial relationships. I have led major funding partnerships, chaired partnership reviews and overseen

significant statutory, voluntary and private sector partnerships.

5. Reputation and strategic communications

Do you know what stakeholders and partners think of you? Are you thought of as more successful than you worry you are? Are you considered arrogant? Or approachable? How do you handle good and bad news? Do you tell the world all your stories, or do you enable others to tell your story? I've led major campaigns for large charities, been in the public eye as a CEO and advised on corporate reputation. Read my thoughts here <http://bit.ly/1v4uROG>

6. Measuring organisational performance

How is your organisation performing? What's your corporate health and do you know where your improvement priorities are? Does everyone in your organisation have a shared view on what you need to focus on to be better? I've been through a range of inspections, developed inspection regimes and been a lead inspector. I know about OFSTED, NHS assessments and local government performance reviews and can help you prepare and use best practice to put your organisation on the best footing it can be on. <http://bit.ly/1D2nyas>

7. Organisations, strategy and performance

35 years in policy, senior management, the civil service and local government has equipped me with knowledge, experience and contacts. My mission now is to help organisations be more successful, developing their capacity for growth, change and excellence.

Find out more about me at

www.jimdixonassociates.com

Jim Dixon

Jim Dixon holds prestigious non-executive roles in heritage and public administration; advises governments, agencies, voluntary bodies and business; supports curriculum development in universities and writes and broadcasts for local and national media, including *The Times*.

He is an experienced senior leader who has worked at the highest levels in a successful executive career, leading the UK's busiest national park for 11 years and the UK national parks for 4 years. He was a senior civil servant and a senior officer in one of the UK's largest charities.

He has travelled extensively professionally, including widely across Europe, where he sat on an EU advisory committee, and also to the US, Africa, Australia, China, India and Japan where he advised on the plans for Mount Fuji to be inscribed as a World Heritage Site.

His expertise is on all aspects of rural, heritage and countryside issues, including, farming, environment and wildlife, rural tourism and the rural economy. But he has also played a role in major national events, strategic regional and national policy and in the development of some of the larger city regions.

He knows how the public, third and business sectors work and brings them together to achieve more for people, the economy and environment. Jim's work has been described by one Minister as *'highly respected and professional'* and by a senior member of the Government as displaying *'leadership and vision'*.

Jim is a Member of UK inbound, the major UK trade body for the tourism sector and a leading figure in the industry has said of Jim "With unrivalled experience of the day to day management of national parks Jim Dixon is ideally situated to help the tourism and hospitality sector to fully understand the marketing opportunity of the British countryside"

He was awarded an Honorary Doctorate in Tourism from the University of Derby and is shortly to take up the post of Visiting Professor in Protected Areas Management at the University.

Jim Dixon Associates

Jim Dixon Associates helps organisations develop, exceeding their performance over expectations. Principal Jim Dixon is a great motivator and communicator who brings organisations together helping make effective partnerships and great working relationships.

Jim knows how the public, third and business sectors work and brings them together to achieve more for people, economy and environment. Jim's network of senior colleagues, experts in many sectors and experienced consultants means that we can provide the whole solution for your business.

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