

# Kourdi »

## Overview of Our Services

Detailed below is an overview of the type of services we typically provide to our clients

### Writing, Publishing and Editorial Services

For business schools and corporations our writing is a critical source of competitive advantage. We provide thoughtful, incisive writing that helps to develop executives' thinking, skills and effectiveness.

1. **Regular articles, toolkits and checklists** for participants on leadership programmes. These highlight the latest issues relating to the programme and connect these issues with the organization's specific challenges in a useful, practical way. They enable an event to become a sustained programme, continually stimulating thinking, developing ideas and reinforcing key points. Examples: articles for a) HSBC's talent pool members and Group leadership programmes participants, b) PricewaterhouseCoopers' Global Summit.
2. **Case studies** highlighting business issues or participants' post-programme initiatives. These short examples are highly practical and help share experiences as well as providing recognition and practical support. Examples: a) Executive Leadership Programmes with Cisco and Zurich, b) Pearson.
3. **Websites for leadership development programmes** – these host articles and information, providing a valuable, dynamic source of insights and guidance. Examples: a) Website for RBS Group Managers, b) Website for HSBC's Group Talent Pool, c) Coaching website for the Association of Professional Executive Coaching.

### Key Points

Our tailored business writing is:

- Consistent with each client's brand- and expectations
- Written for people with limited time to read
- Practical, stimulating, accessible, relevant, innovative, action-oriented
- Tailored to each client's specific priorities and situation
- Relevant for an international readership of managers and leaders at all levels
- Well-researched and either 'best practice' or innovative, leading-edge thinking
- Designed to enable individuals and organizations to develop their effectiveness

Formats include:

- Action-oriented articles and toolkits
- Websites for corporations, programmes and groups of executives (e.g. talent pools)
- Case studies and interviews
- Programme summaries
- Powerpoint presentations
- White papers and original research
- Newsletters
- Business books

4. **In-depth interviews and podcasts** with speakers exploring their thinking and relating this to current priorities and challenges. Examples: Interviews with a) Chris Sullivan, Chief Executive, RBS Insurance, b) Stephen Green, Chairman, HSBC Group, c) political leaders from Central and Eastern Europe.
5. **Post-event summaries** of key ideas, insights and discussions from executive development programmes and conferences. These enable ideas to be shared among teams as well as providing a clear summary of the most significant issues. Examples: Summary of Pearson's Executive Forum and HSBC's Chairman's Strategic Summit.
6. **Speeches and powerpoint slides** highlighting a senior executive's key priorities and messages and enabling managers to coach and cascade the key points to their colleagues.
7. **Original research** into specific leadership or business issues. This can be published in a range of formats e.g. articles, white papers and books. Examples: research for the books *A Question of Trust* and *100 Great Business Ideas*.
8. **Programme evaluation and research** assessing the overall effectiveness, specific actions and the return on investment from executive development programmes. Example: Assessing HSBC's Group Leadership Programmes.

## Client List

A&C Black	Hawksmere Group	Performance and Reward Centre
APECS	Hodder Headline	People Management
Bloomsbury	HSBC Group	Pergamon Open Learning
Boots plc	IBM	PricewaterhouseCoopers
CFO Europe	Institute of Chartered Secretaries and Administrators	Profile Books
Chartered Institute of Marketing	IMD Business School	Reed-Elsevier Group
Chartered Management Institute	ING Barings	Royal Bank of Scotland
CIPD	Jack Morton Worldwide	Saab
Citigroup	John Wiley & Sons	SABB Takaful
Clarity Communication	Jossey Bass	Saudi British Bank
Corporate Research Forum	KPMG	Storytellers
Marshall Cavendish	London Business School	Strategy Dynamics Ltd
Duke Corporate Education	London Evening Standard	Strathclyde Graduate Business School
Economist Intelligence Unit	Management Today	Tetra Pak
Edexcel	Optima	The Economist Group
EnterpriseIQ	Palgrave Macmillan	VT Group
European Commission	Pearson	Zurich
Financial Times	Penguin Books	

## My Practical MBA

My Practical MBA is a major new series of toolkits written for busy practising managers, worldwide.

The series of 50 titles (expanding to 120 by April 2012) covers all of the topics you would expect to find in a leading business school MBA programme.



My Practical MBA is:

- Cost-effective and sold with a multi-user licence – this gives customers the right to customize and distribute within their organization. All employees will have access to the most up-to-date business practices.
- Action-oriented – providing proven techniques for a range of leadership challenges.
- Fully comprehensive, proven and world-class – toolkits are proven to support executives with different challenges in market-leading organizations.
- Flexible and time-efficient – the ideas are provided in a practical, stimulating and easy-to-use guide, enabling managers to focus on the topics of greatest relevance.

My Practical MBA is used by:

- Senior managers to refresh their thinking and sharpen their skills
- High potential managers to develop their capabilities and broaden their approach
- Line managers and coaches as a source of practical techniques when working with others
- HR professionals responsible for developing skills and effectiveness in their organisation

The series is divided into 10 sections:

1. Global Business Leadership
2. Managing Organisational Behaviour and Change
3. Decision Making and Risk Analysis
4. Strategic Management
5. Managing Operations, Information and Technology
6. Marketing Strategy and Techniques
7. Accounting and Financial Management
8. Economics
9. Business Growth and Entrepreneurship
10. Governance, Ethics and Corporate Social Responsibility

## Jeremy Kourdi

Jeremy Kourdi is an experienced writer, business adviser and executive coach. His background includes leadership expertise gained with global brands, multinationals, start-up enterprises and business schools. Much of his experience has been developing and leading profitable businesses, and he has also worked extensively with multinational businesses in the retail, financial and professional service sectors.

During his career Jeremy has worked with a wide range of international organisations including HSBC, Pearson, Citigroup, the European Commission, Zurich, Tetra Pak, PwC, Duke Corporate Education and The Economist. He was Head of Publishing and Research with the Chartered Management Institute before becoming Senior Vice

President responsible for The Economist Group's conference and executive network businesses in Europe, the Middle East and Africa. The role involved expanding the profitability of this premium-value brand, leading successful teams in London and Vienna as well as meeting with

“Jeremy’s work provides excellent insights for those who want to coach, develop and lead others. He brings years of experience in the business world and coaching at the highest levels in cross-border settings.”

Dr Daniel Thorniley, Senior Vice President, The Economist Group

senior politicians and business leaders on behalf of The Economist Group. In this role he also chaired international conferences involving heads of state, government ministers, officials and senior figures from industry and public life. He left The Economist to establish his own business working as a writer and executive coach.

Jeremy's business, Kourdi Ltd ([www.Kourdi.com](http://www.Kourdi.com)), produces a wide range of information in a variety of formats for executives at all levels – writing for people with limited time to read. This includes: conference summaries, case studies, articles, sales materials, speeches, books, workbooks and development materials, websites and research reports. Jeremy is the author of 25 books with titles published in the last three years including: 'The Marketing Century', 'The Truth About Talent', 'Coaching Essentials – practical, proven techniques for world-class executive coaching', 'A Question of Trust', '100 Great Business Ideas', 'Surviving a Downturn' and 'Business Strategy'. His latest book is 'The 100: insights and lessons from 100 of the greatest speeches ever delivered'. Jeremy is currently editing a new book series entitled 'The Answers' due for publication in October 2011. This series looks at some of the most pressing political, economic, social and technological challenges of the 21st century.

Jeremy's work has been translated into 15 languages including: Arabic, Chinese, German, Japanese, Korean, Serbo-Croat, Spanish and Thai. He has appeared on national radio with the BBC and has also written articles for The Times, London Evening Standard and The Economist.

Jeremy Kourdi has an MA in International Relations and is a qualified executive coach, having studied with Henley Business School. In his coaching assignments he provides a unique combination of business and leadership experience together with a practical, results-oriented approach. Jeremy lives in Northamptonshire in the UK.

Email: [jk@kourdi.com](mailto:jk@kourdi.com) Telephone: +44 (0)7905 609590

## Thomas Kourdi

Tom Kourdi is a consultant, writer and co-founder of Kourdi Ltd. After graduating from the London School of Economics, he worked in commodities trading and then on a wide range of research and strategic consultancy assignments with organizations including IBM, Royal Dutch Shell, Goldman Sachs, HSBC and Statoil. Tom Kourdi is also an experienced contributor and ghost-writer for several business publications. His latest book, *The Front-Line MBA*, will be published worldwide by Marshall Cavendish in late 2011.

Email: [tk@kourdi.com](mailto:tk@kourdi.com) Telephone: +44 (0)7597 717250

## Publications

Jeremy Kourdi is the author of 25 book publications:

1. *The Front Line MBA* (Marshall Cavendish, 2011)
2. *An Idea a Day* (Marshall Cavendish, 2011)
3. *The Marketing Century* (editor, John Wiley & Sons, 2011)
4. *The Truth About Talent* (co-authored with Jacqueline Davies, Jossey-Bass, 2010)
5. *Coaching Essentials – practical, proven techniques for world-class executive coaching* (co-authored with Patricia Bossons and Denis Sartain, Bloomsbury, 2009)
6. *The 100 – insights and lessons from 100 of the greatest speakers and speeches ever delivered* (co-authored with Simon Maier, Marshall Cavendish, 2009; second edition 2011)
7. *Business Strategy* (The Economist and Profile Books, 2003; second edition 2009)
8. *100 Great Business Ideas* (Cyan/Marshall Cavendish, 2007; second edition 2009)
9. *Surviving a Downturn* (A&C Black, 2007; second edition 2011)

10. A Question of Trust (co-authored with Sally Bibb, Marshall Cavendish, 2007)
11. Think On Your Feet – a guide to decision-making and problem-solving (Marshall Cavendish, 2006)
12. Trust Matters – for organisational and personal success (co-authored with Sally Bibb, Palgrave, 2004)
13. Advanced Verbal Reasoning (Hodder Headline, 2004; second edition 2008, third edition 2011)
14. The Road to Audacity (co-authored with Stephen Carter, Palgrave, 2003)
15. People Power (co-authored with Kim Warren, Vola Press, 2003)
16. Managing Risk With Scenario Planning (special report with the Economist Intelligence Unit, 2003)
17. Going by the Board (special report with the Economist Intelligence Unit, 2002)
18. E-Commerce Edge – strategies and techniques for boosting online profitability (John Wiley & Sons, 2001)
19. Decision Making (Orion Publishing, 1999)
20. One Stop Strategy (ICSA, 1999)
21. One Stop Leadership (ICSA, 1999)
22. Successful Delegation in a Week (Hodder Headline 1998)
23. The Mentoring Guide (Butterworth-Heinemann, 1997)
24. The Competent Manager Guide (Butterworth-Heinemann, 1997)
25. Management Checklists (Chartered Institute of Management, 1996)

## Further Information

For further information or to discuss any of these ideas, please contact:

Jeremy Kourdi

E: [jk@kourdi.com](mailto:jk@kourdi.com)

T: +44 (0)7905 609590

Office: +44 (0)207 268 3216

Kourdi Ltd, Euston Fitzrovia, 85 Tottenham Court Road, London, W1T 4TQ, UK