

# Case Study

## Advanced Management Practice



**Jacqui Green**  
Sales & Procurement Director  
Berry Gardens Ltd

*"Our day out... brought it all to life in a way no amount of classroom learning could"*

*"Just go for it. You won't regret it"*

### How did you come to be on the Henley Advanced Management Practice (AMP) programme in the first place?

'It was my boss who recommended it. I was relatively new to the business, and it was in the process of redefining its strategic direction. I felt that I wanted to broaden my skills, and my ways of thinking, and my boss suggested that the Henley programme would be ideal.'

### What were your expectations, and in what ways was the reality different?

'The scope of topics covered was so much broader than I'd expected. I couldn't have imagined that we'd be getting involved with improvisation, or learning about neuroscience, or experiencing motivational speakers. The Simon Lancaster session on language and communication was especially powerful, but they were all fantastic; they opened my mind and enabled me to see and hear the academic learning in practice.'

'Our day out, working with a local charity to help them, was also so memorable, and brought it all to life in a way no amount of classroom learning could.'

### What were the key take-outs for you?

'For me, the thing that made the biggest impact was developing my ability to consider the whole range of stakeholders – including the board, the press and trade bodies – and the impact of what I was doing on all of them. I came away with the feeling that our strategy was so much more than mere words.'

### And what impact did the programme have?

'The first week was a very emotional journey; very personal. I learned so much about myself. And since the programme, I've been doing a lot of reading around leadership and management. At work, I now think very differently about each task, and my responses are much more carefully considered. I think I have a much better understanding of people, and I feel that I make better decisions as a result.'

### So what makes Henley different, and what advice would you give to anyone thinking of enrolling on the AMP programme?

'Obviously the Henley environment is beautiful and you meet such amazing, varied people, with such diverse skillsets.'

'What advice would I give? Don't wait for a reason. I think it will work best if you just have an open mind. Be prepared, psychologically, to isolate yourself, so do all the pre-reading and speak to people who have been on the programme. But then just go for it. You won't regret it.'

**i** For information, please contact:

Henley Business School  
Greenlands  
Henley-on-Thames  
RG9 3AU

[exec@henley.ac.uk](mailto:exec@henley.ac.uk)

Tel +44 (0) 1491 418 767

17.MKT.168