

**CONNECTING THE BRIGHTEST  
MINDS TO MOVE  
MANUFACTURING FORWARD**



Manufacturers'  
Alliance





# THIS IS US.

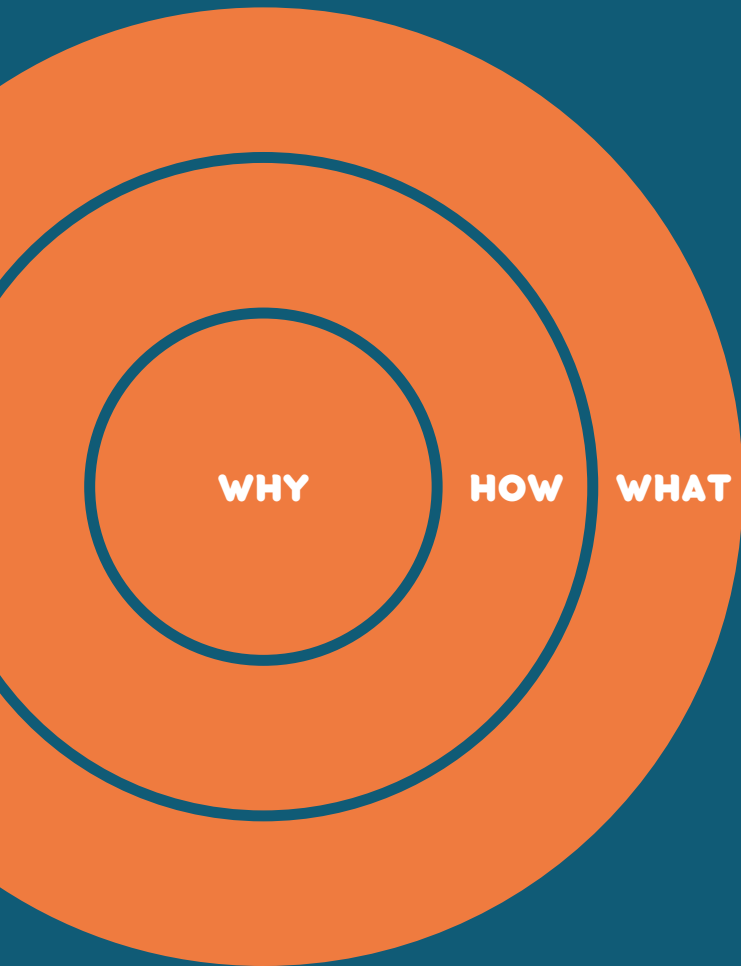
A growing community of modern and progressive manufacturing leaders who challenge themselves and each other to grow, innovate, and be positive difference makers. We are one of the UK's most influential networks of modern manufacturers who are leading with a balanced Purpose, People & Profit mindset. We are the dreamers, the game changers, the can-doers. We are a movement committed to ensuring that manufacturing remains a vital and sustainable part of the UK economy, while being a force for good.

**WE ARE THE MANUFACTURERS' ALLIANCE.**

# WHAT'S IT ALL ABOUT?

This book is meant for anyone representing the Manufacturers' Alliance brand. It will help you to understand our thoughts and hopes, how we think and want to behave, to achieve our shared ambitions.

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**WHAT IS OUR PURPOSE, OUR  
MOTIVATION, AND OUR  
REASON FOR BEING?**





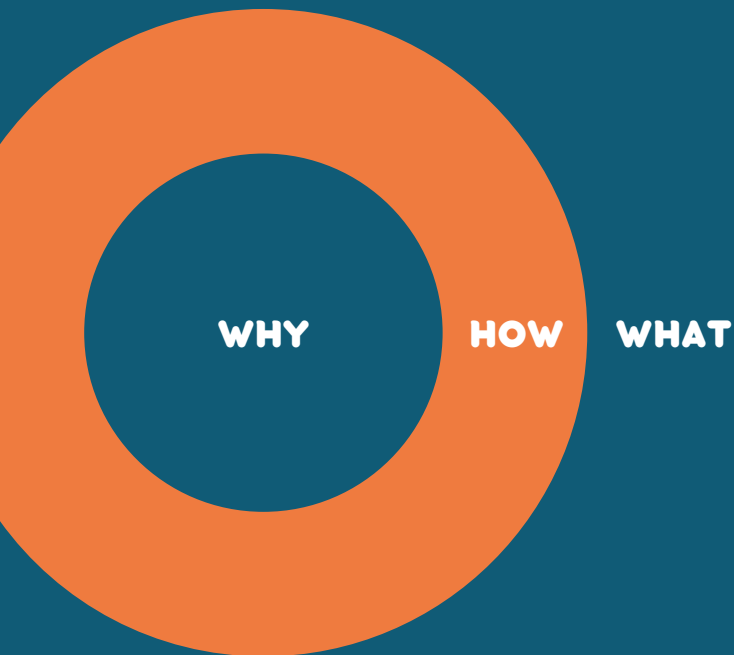
WHY

HOW

WHAT

WHY

**WE BELIEVE THAT TOGETHER WE  
CAN SHAPE MODERN LEADERSHIP,  
SO THAT MANUFACTURING IS A  
FORCE FOR GOOD IN THE WORLD.**



**HOW**  
**BY SHARING A COLLECTIVE  
COMMITMENT TO CONTINUOUSLY  
LEARN AND STRIVE FOR BETTER,  
THE MANUFACTURERS' ALLIANCE  
IS AN AMBASSADOR FOR  
PROGRESSIVE AND MODERN  
LEADERSHIP, STRIKING A  
HEALTHY BALANCE BETWEEN  
PURPOSE, PEOPLE, AND PROFIT.**



WHY

HOW

WHAT

**WHAT**

**MANUFACTURERS' ALLIANCE IS A COMMUNITY OF LIKEMINDED BUSINESS LEADERS IN THE MANUFACTURING INDUSTRY WHO PUSH EACH OTHER TO EXCEED BOUNDARIES AND GROW THROUGH THOUGHT-LEADERSHIP EVENTS, PEER GROUPS, TRAINING, AND HANDS-ON SUPPORT.**



# TO GROW TOGETHER AND CHANGE THE WORLD FOR THE BETTER

## NO ROSE-TINTED SPECS, HERE.

We support modern leadership that is an enabler for all employees to reach their true potential, in an engaging and fulfilling workplace. Leadership that extends beyond the 4 walls of the business and wants to deliver social value and a positive community ripple. Leadership that embraces the sustainability challenge and is innovative in its approach to protect the planet. Leadership with a growth mindset that wants to deliver breakthrough results and help UK manufacturing to thrive.



Our values

# GENUINE PEOPLE SOLVING REAL-WORLD PROBLEMS

**WE ARE REAL AND HUMAN.**

Unafraid to lay our cards on the table and challenge the status quo.  
It's how we progress our businesses and learn from mistakes together.  
We live by these values. This is how we want our customers to  
experience us.



We provide a space for people to be themselves, to be vulnerable and embark on a journey of support and learning that best suits their needs.

# CREATING SAFE SPACES

How we behave...

1. Encourage genuine openness and honesty.
2. Never judge a book by its cover.
3. Respect and embrace the differences between people.
4. Allow everyone to have a voice.
5. Champion confidentiality and Chatham house rules.



We gain fulfilment by being of service to others and doing what we can to have a positive impact on peoples professional and personal lives.

# SUPPORTING PEOPLE

How we behave...

1. Meet people where they are and take the time to understand them.
2. Be a fantastic listener.
3. Be respectful with your candid feedback.
4. Encourage people and offer praise.
5. Be a team player and care for the people around you.

We challenge the status quo by embracing a growth mindset, and a journey of continuous learning.

# COMMITTED TO LIFELONG LEARNING

How we behave...

1. Commit to the journey of continuously learning about yourself.
2. Step outside of your comfort zone on a regular basis.
3. Join in the experiential learning process with the rest of the team.
4. Be humble and say "I don't know" or "I can't do that".
5. Always have a personal development area you are working on.

We believe open and honest relationships with ourselves, and others, are at the heart of a healthy team.

# BEING AUTHENTIC AND DOWN TO EARTH

How we behave...

1. Maintain a healthy balance between productive work and having fun.
2. Be human and share your vulnerabilities.
3. Don't take yourself too seriously – smile (it's infectious).
4. Share what you truly think and feel.
5. Ask for feedback to help you improve.



We are relentless in our quest to make things possible and easier for people.

# FACILITATING CHANGE FOR THE BETTER

How we behave...

1. Understand the goals and needs of the customer.
2. Encourage people to strive to reach their full potential.
3. Do your best to help the people around you change and improve.
4. Utilise the people and resources around you to share solutions.
5. Be responsive and agile.



**OUR BRAND ESSENCE.**

# GROWING TOGETHER

**WE ARE A MANUFACTURING COMMUNITY OF AMBITIOUS AND CARING PEOPLE WHO BELIEVE IN SUPPORTING EACH OTHER TO PUSH OURSELVES AND MOVE THE WORLD FORWARD.**

**JUMP IN WITH BOTH FEET. YOU'LL GET MORE OUT OF THIS THAN YOU CAN IMAGINE.**

RACHAEL BAKER,  
Managing Director, JJ Smith

**HERE YOU CAN BE VULNERABLE, AND PEOPLE WON'T THINK YOU'RE WEAK IN ANY WAY.**

DAVE RIMMER, Managing  
Director, Unette Group

## HERE'S HOW WE GROW TOGETHER.

- Experiential learning style that pushes people out of their comfort zone
- Focusing on building a community that is a force for good in the world
- Facilitating the sharing of ideas between inspiring manufacturing leaders
- Challenging the status quo and encouraging change for the better
- Utilising the MA community to connect manufacturers experiencing problems, with other manufacturers that have solved the problems before
- Supporting the development of a modern leadership culture across the whole UK manufacturing landscape
- Sharing our own stories and vulnerability publicly to encourage fresh perspectives and personal transformation for others
- Meeting people where they are, in a non-judgemental way, and treating everyone as the unique individuals that they are
- Bringing innovation and new thinking into our community that will help to move the collective forward

# WHAT MAKES US GREAT?

**1.**

We are a community of likeminded people who support each other.

**2.**

We see business as a force for good.

**3.**

We are committed to supporting modern manufacturing leadership.

# WHY BELIEVE US

**1.**

We have much more than just a business relationship. We love to help and support each other with anything that crops up. We use our collective experience to solve people's problems.

**2.**

We see business as much more than just making a profit. We believe having a compelling purpose, and a desire to lead well, are fundamental to running a sustainable enterprise.

**3.**

We are constantly looking ahead, identifying overarching needs and potential roadblocks, learning from the past and looking to the future to lead the way for others.



# WHO'S WITH US?

We want to welcome manufacturing leaders at all stages of their careers.  
Here are some of the people we'd like to welcome aboard:



**NEW  
LEADERS**



**AMBITIOUS  
LEADERS**



**EXIT  
LEADERS**



**HR/L&D  
LEADERS**



**TECHNOLOGY  
& INNOVATION  
LEADERS**



**OPERATIONAL  
EXCELLENCE  
LEADERS**





# Peer Groups

Meet with like-minded peers from the manufacturing sector, with similar challenges and aspirations. They will learn and share with you, hold you accountable, and help you to break through the boundaries that are holding you back.



# The Academy

Invest in your team and develop the leadership and management skills needed for the future of manufacturing. Develop emotionally intelligent and forward thinking managers who are confident and competent to make an impact in their role.







# Thought Leadership Events

Our carefully constructed online and in person events help ambitious manufacturing owners and managers understand what it takes to run a great business, providing inspiration with a constant stream of new ideas.



# Hands-on Support

Our Hands-on Support team are experienced business leaders with wide-ranging skills gained from decades of experience in the manufacturing sector. They are high achievers in their areas of expertise and work collaboratively with our customers and each other



**[www.manufacturersalliance.co.uk](http://www.manufacturersalliance.co.uk)**



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