

# MBA Programme

# Member Profile

Mark Hollyoake, Company Director & Director of Consulting, Springboard Commercial Solutions





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Company Director &  
Director of Consulting,  
Springboard Commercial  
Solutions Limited

## What motivated you to think about taking an MBA?

Realisation that I needed a far more structured foundation for business management and to ground my own thinking.

Business complexity required new thinking and new approaches; I went searching and found them within the Henley MBA.

## Why did you choose Henley?

I started at diploma level through a Henley affiliated programme.

If you are going to invest your time, effort and money to improve, ensure it's with the best.

Henley is one of the best – it's a sound investment for your future.

## How far are you into the programme?

Completed May 2004.

## What are your highlights so far?

Publishing peer reviewed papers that have developed the thinking established through my dissertation.

Developing successful consulting solutions and helping clients realise tangible benefits through applying the thought process developed at Henley.

Continuing to be part of the Henley learning machine, though the Pharma Forum.

## What have been the greatest challenges?

Re-entry back into the non-academic world.

Knowing what to do with the time.

Simplifying – took a couple of years to resist the urge to draw a box, concentric circles and process map.

## Tips for managing your studies alongside work/personal life?

Block out key times to do your study, be really disciplined.

Try and make what you do within the programme work related as much as possible – this delivers a double benefit.

## Tips on being a successful flexible learner?

**Be selective;** choose your subject and be ruthless focusing on the material around the subject: newsletters, publication, social groups, etc.

**Be smart;** if you commute or travel a lot use the dead time to learn/study.

**Have a plan;** develop a plan with timelines for each element of the programme. This ensures you manage your own time, avoids slippage and keeps you on track.

## How has your performance at work changed since you started?

I think in a completely different way, enabling far more productive solution development and approaching problems from a completely different angle.

## **What have been your greatest achievements since starting?**

Gaining my certificate at the Henley graduation ceremony and developing my own new thinking that has been published.

Opening my mind to continual learning and opportunity – applying the thinking in a practical way that sees positive change at a customer-facing level.

## **Advice to those thinking about studying an MBA at Henley?**

Do it!

Don't do it with the aim of earning more money, do it to expand and develop yourself as a person/individual.


## **What have you found since you finished your MBA?**

The MBA opened a door to continual learning and it has given me a real thirst for knowledge. I feel more rounded as an individual – able to look at issues in a different way than before.

It has revolutionised my business life opening lots more opportunities and has enabled me to meet some great people.

'enabling far more productive solution development and approaching problems from a completely different angle'

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 For more information, please contact:

### MBA Team

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