

## Management training company opens North West office

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By Ben Rooth - Business Correspondent



Fiona O'Keeffe of First 100

MANAGEMENT training company First100 has launched an office in the North West to assist newly appointed senior executives excel in their new role.

The company's office in Manchester will be led by global marketing director Fiona O'Keeffe.

The company has links with some of the top business leaders in the UK, Ireland, Europe and the USA and is currently working with senior executives of FTSE clients such as Vodafone, Accenture and BP.

Miss O'Keeffe said: "I'm based in Manchester and very much look forward to developing an even stronger client base here; it's a vibrant and growing market.

"It's clear that, to be able to serve this dynamic market effectively, we need an active presence in the city.

"At First100, we provide a step-by-step framework for newly appointed executives during their first 100 days of a new role - either external hire or internal promotion.

"This is a critical time period and major determining factor on leadership performance and overall impact in the first 12 months and beyond."