IPI Academy

MANAGEMENT forum



Presented by
Management Forum

The Leading Note with Kinky Boots' Steve Pateman: Turning Adversity into Opportunity

Recorded on **2 December 25**

Transform challenges into opportunities with insights from the entrepreneur whose innovative thinking created the globally celebrated Kinky Boots phenomenon.

Format:
Recorded webcast

CPD:
1 hours for your records

Certificate of completion

Talk overview

From the back streets of Earls Barton to the bright lights of Broadway, Steve Pateman tells the extraordinary true story of how he saved his family shoe factory by stepping into an entirely unexpected market.

Starting work at W J Brookes at 17, Steve learned his craft under his father before taking over the business. When the traditional shoe trade collapsed, he turned to a niche market that transformed his life and career: producing kinky boots for the transvestite and transgender community.

His journey was captured in the BBC2 documentary, 'The Kinky Boot Factory', adapted into the 2005 film, 'Kinky Boots', and ultimately became a Tony Award–winning Broadway musical. Steve's story is more than entertainment – it's a powerful case study in resilience, creativity, and business.

Benefits of attending

By hearing Steve's story first-hand, delegates will:

- **Gain** insights into how to turn business challenges into opportunities and how to pivot when traditional business models fail
- **Understand** the importance of embracing change and thinking creatively in uncertain markets – spotting and seizing unexpected opportunities
- **Learn** the value of storytelling, authenticity and humour in leadership and communication
- **Be inspired** by a real-life example of innovation in adversity that led to global recognition
- **Discover** how courage and adaptability can open doors to entirely new possibilities
- **Explore** how to have a resilient mindset, persevering through challenges with humour and courage

Who should attend?

This talk will resonate with:

- Business leaders and entrepreneurs facing challenging markets
- Business professionals seeking fresh approaches to problem solving
- HR and Learning & Development professionals who want inspiring case studies of resilience and creativity
- General audiences looking for a unique, engaging, and motivational story, with the Kinky Boots story having universal appeal and worldwide fame

Presenter



Steve Pateman

Steve Pateman is renowned for his anecdotes from how he went from Earls Barton to Broadway. Starting in the family shoe business, W J Brookes, straight from school at the age of 17, he learnt the trade from his father, eventually taking over the running of the factory when his farther retired. When a down turn in the shoe industry led Steve to look to new ideas he stumbled into the market of making kinky boots for the transvestites and transgender community. A series of events then led him into a world of new experiences, people and celebrities, as well as becoming a television star BBC2 programme, 'The Kinky Boot Factory' – with shaving his legs and learning to walk in six-inch stiletto heels were just two of the things he did to save his family business. The programme caught the attention of film-makers and in 2005, it became the film, Kinky Boots. Now the New York stage version has won the Tony award for Best Musical.

Course date

2 December 25

Recorded webcast
12:00-13:00 **UK (London)** (UTC+00)
Course code 16758

How to book

Online:
ipi.academy/3345

Alternatively contact us to book, or if you have any queries:

Email:
info@ipiacademy.com

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+44 (0)20 7749 4749

Discounts

- Booking more than one delegate on any one date qualifies for a **30% discount** on the second and subsequent places.
- Most events qualify for an **early booking discount** prior to 6 weeks before the course date. Be sure to check on our website, where the latest discounts will be shown.

Further information

Fee
The fee includes all meals and refreshments for the duration of the course (for venue-based courses) and a complete set of course materials (provided electronically). If you have any particular requirements, please advise customer services when booking.

Please note
IPI Academy (and our training partners) reserve the right to change the content and timing of the programme, the speakers, the date and venue due to reasons beyond their control. In the unlikely event that the course is cancelled, we will refund the registration fee and disclaim any further liability.

Terms and conditions
The rest of the our terms, the event cancellation policy and the terms and conditions are on our website, please visit ipi.academy/content/terms-and-conditions

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IPI Academy

IPI Academy is a training initiative of Falconbury and Management Forum; leading providers of industry training for over 30 years, based in the UK.

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