



HELP TO GROW

MANAGEMENT COURSE

30th October – 14th February at



University of
Central Lancashire
UCLan



HM Government



HELP TO GROW.

MANAGEMENT COURSE



1828
University of
Central Lancashire
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THE DOOR IS OPEN TO

GROWTH

YOU JUST NEED TO STEP THROUGH IT.

HELP TO GROW.

MANAGEMENT COURSE

The Help to Grow programme was launched to support small businesses to boost their growth potential by adopting new management practices and digital technologies

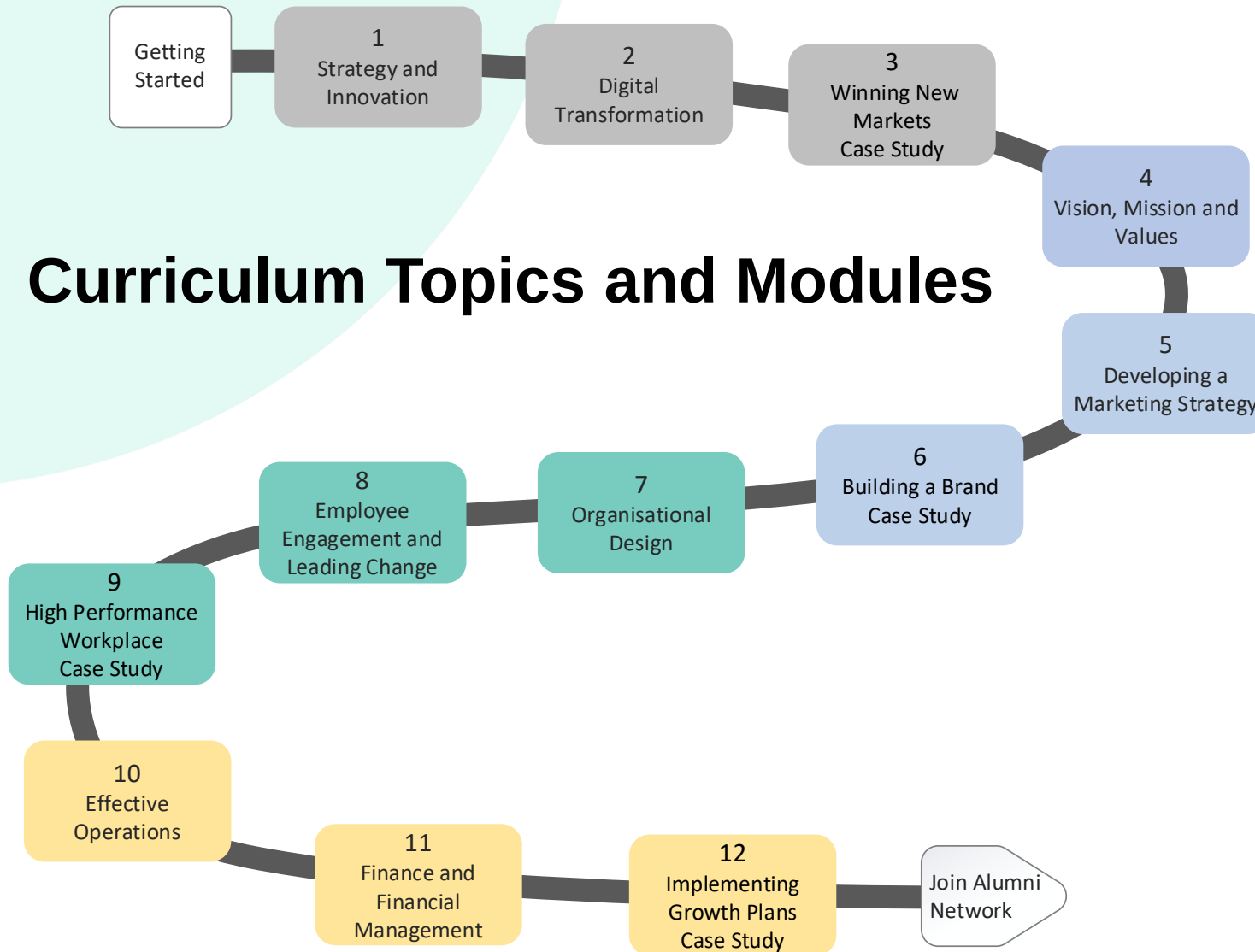
Eligibility Criteria

5 – 249 employees

Must be a senior leader in the business

Operating for at least 1 year

Curriculum Topics and Modules



Part 1: Strategies for Growth and Innovation

What your business does and how you want it to develop in the future. Looking at your business's strengths, core capabilities and opportunities. How innovation, digital transformation and new markets can be key drivers of productivity and growth.

Part 2: Engaging with Customers

Why you do what you do, how you connect with your customers and how you convey your values and purpose effectively in your brand. We look at building demand, segmenting your markets and achieving a targeted and strategic approach to marketing.

Part 3: Building a Sustainable & Agile Business

Creating a suitable organisational structure to deliver your goals and adopting good practice in the leadership and management of teams. Leading people through change and supporting the wellbeing of staff as well as developing your people and introducing agile ways of working.

Part 4: Operations and Financial Strategies

What happens in the business to create value, how can you identify improvements and use financial data for decision making. We look at a strategic approach to operations and financial management, and how everything comes together in the implementation of your Growth Action Plan.

Key benefits:

- 'Structured approach to building the perfect business plan'
- 'I find the peer group calls brilliant. Being able to talk through ideas and experiences in a more informal situation gives you time to reflect and sense check with other people who are facing similar challenges and opportunities.'
- 'The topics are very accessible; everything is communicated in a clear, practical and no-nonsense way.'
- 'The learning sessions are led by people with credible industry and commercial experience, so it's all 'real world' stuff and directly applicable, rather than theoretical business speak – something which is very important to me.'
- 'I've found the mentoring sessions brilliant. My mentor is a great sounding board for the ideas I'm developing for the business and can provide an objective perspective. I always leave each mentoring session with an action to take forward'
- 'Give it a go! Even though you know your business inside out, this course gives you the vision to readdress your policies and ensure that the business is moving with the times. The mentoring sessions alone are worth it.'

Webinar to find out more:

Wednesday 4 October (online) 12pm –
12.30pm





Talk to us

