

Accelerating Growth Programme

Taking your business forward



About the programme



What is the Accelerating Growth Programme?

Through a combination of structured workshops and business mentoring the Accelerating Growth Programme will provide both challenge and support as you seek to manage your business in a rapidly changing business environment.

The programme will help you identify where you are, where you want to be and what you need to do to take your business forward.

Who is the programme for?

The Accelerating Growth Programme is aimed at owner/managers and MD's of Invest NI SME customers. To participate in the programme businesses should have:

- A desire to refocus their business and embrace change.
- The ability to commit time and resources to the programme.
- Ideally turnover of less than £1m.
- A recent record of profitable trading.
- Potential for growth, particularly export growth.

How will my business benefit?

- ✔ **Setting a clear direction:** The Accelerating Growth Programme will help you to think clearly about where you want your business to be and to establish a clear direction.
- ✔ **Mentoring your growth:** The business mentoring you receive during the programme will help you feel more confident about the decisions you make and build your development actions into a plan to take your business forward.
- ✔ **Expanding your knowledge:** The workshops will focus on key areas for business success helping increase your knowledge to achieve results quicker.
- ✔ **Growing your network:** The programme is a great opportunity to network with the leaders of other local companies and establish new business relationships.
- ✔ **Planning for growth:** You will create an action plan which will give you a clear direction and allow you to focus on changing and developing your business.
- ✔ **Supporting your growth:** Your Invest NI Client Executive will support you throughout the programme and help you implement your plans to take your business forward.

Programme elements



Business Mentoring

You will have the opportunity to select a business mentor who will provide constructive challenge and support so you feel more confident about the decisions you make and help you build your development actions into a plan to take your business forward.

You will have 3 full days/22.5 hours of mentoring support during the programme.

Business Diagnostic

Your chosen mentor will undertake a short business diagnostic with you. This will help them to understand your business better and help you to quickly identify your business strengths and areas for improvement.

Action Plan

During the programme your business mentor will work with you to help you develop your action plan. This will incorporate the key development actions you have identified throughout the programme to take your business forward.

Virtual Workshop Series

A series of virtual workshops* delivered by subject experts will focus on key areas for business success which will equip you with the knowledge you need to adapt, innovate and refocus your business faster.

The workshop series will give you the opportunity to:

- Refocus your business through learning from best practice, case studies and exercises.
- Identify ways to innovate and improve your business.
- Network and learn from other's experiences.

* Physical workshops may take place where/ when regulations permit.



Workshop One

Planning to grow

Now, more than ever, you will need a plan. We will show you how to refocus, adapt to change, innovate through new ideas and set a clear direction to take your business forward.



Workshop Two

Get set to export

This workshop will help you to review your approach to selling, marketing and exporting and to consider your customer and market opportunities and challenges, what your export proposition might be and how to select the right market for entry, developing your export sales.



Workshop Three

Financing for growth

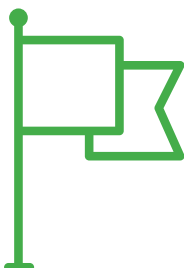
This workshop will focus on helping you to understand your business finances, and how by increasing revenues and reducing costs you might improve cash flow and working capital management and help you identify suitable future funding options for more effective financial management of your business.



Workshop Four

Building the team

The workshop will show you how to manage your people for business success. The focus will be on the key people-related decisions involved in building and managing your team as you seek to grow your business in a rapidly changing business environment.



Workshop Five

Making it happen

Once you have set the direction for your business and identified your development priorities you need to pull it all together and start to make it happen. The final workshop will help you understand your role as leader to implement the action plan for your business.

What do previous programme participants say?



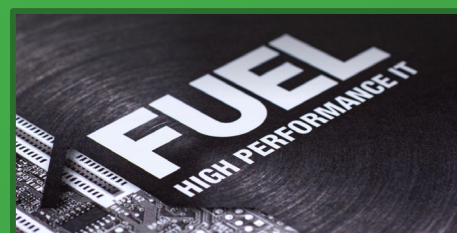
Hear how Learnspark developed their roadmap and adapted their business model.

Hear how mentoring support helped Birnie Consultancy focus on their structure for growth.



Learn how Otzibrew developed access to new markets and established a clear direction.

Learn how Fuel IT improved competitiveness and developed a new vision for the business.



Next Steps

If you are interested in finding out more or applying for the Accelerating Growth Programme, please contact:
Your Invest NI Client Executive or
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If you require this document in an alternative format (including Braille, audio disk, large print or in minority languages to meet the needs of those whose first language is not English) then please contact:
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