

HELP TO GROW.

MANAGEMENT COURSE



**BOOST YOUR LEADERSHIP
SKILLS AND YOUR BUSINESS
PERFORMANCE**

What is the Help to Grow: Management Course?

Evidence shows improving and developing effective management practices can result in a productivity boost of up to 10% for your business¹. Help to Grow: Management is a unique leadership and management course designed to help you develop your leadership skills, and your business.

How does it work?

The Help to Grow: Management Course consists of 12 modules, 10 hours of 1-2-1 mentoring, and peer network sessions. Designed to be completed alongside full-time work, the course is delivered in 50 hours spread across 12 weeks.

Delivered by Small Business Charter-accredited business schools across the UK, this practical course uses a combination of online and face-to-face sessions taught by subject matter experts. Your mentor will support you throughout the 12 weeks, helping you to apply the learning directly to your business, and to complete a tailored Growth Action Plan to achieve both your leadership and business goals. You will also have the opportunity to network with and learn from peers.

Help to Grow: Management is available at Small Business Charter-accredited business schools across the UK, with cohorts starting throughout the year.

90% funded by the government, the course costs £750 per person. Help to Grow: Management is a small investment that can play a big part in securing the future of your business.

¹ ONS (2018), Management practices and productivity in British production and services industries - initial results from the Management and Expectations Survey: 2016

owe a lot of my company's success to the Help to Grow: Management Course. I managed to double my workforce from 5 to 10 people and increase my

Andrei Ceteras, Managing Director, MedUKCare



90% OF HELP TO GROW: MANAGEMENT COMPLETERS RECOMMEND THE COURSE

Who is it for?

The Help to Grow: Management Course is for business owners, leaders, or senior managers from all business sectors.

To be eligible, you and your business must meet the following criteria:

Your business must:

- Be a small or medium-sized enterprise (SME) based in the United Kingdom
- Employ between 5 and 249 people
- Have been operational for at least one year
- Not be a charity.

You must:

- Be a chief executive, owner/founder, or member of the senior management team
- Have at least one direct report
- Commit to completing all sessions.

If your business employs 10 to 249 employees, you are now able to send up to two participants on the course, providing they both meet all other eligibility criteria, as set out above.

A business that previously sent a participant on the Small Business Leadership Programme will also be able to nominate up to two people to participate in Help to Grow: Management, subject to meeting all other criteria.

Want to apply?

Help to Grow: Management Courses are available now at leading business schools across the UK.

To find out more and to book a course near you, go to: smallbusinesscharter.org/help-to-grow-management

The help you need to grow your business is closer than you think.

What does the course involve?

During your time on the course, you will take part in:

- **Online and case study workshops** - these sessions are delivered by expert facilitators from Small Business Charter-accredited business schools, an award that recognises business schools who provide high quality, tailored advice to small businesses. Case study workshops are held in-person and are designed so that you can learn from the real-world experience of SME business leaders.
- **1-2-1 mentor support** – you will be matched with a mentor to help you apply what you learn, and they will support you to develop your unique Growth Action Plan. Your mentor will have experience leading a small or medium-sized business at a senior level, or equivalent experience working with business leaders on growth, productivity and innovation.
- **Peer networking** – you will connect with other small business leaders through facilitated small group video calls, in which you can share your experiences on the module content, and work together to develop your Growth Action Plan.

The programme is structured to allow you to continue working alongside the course, ensuring your business remains on track while you are investing in its future.



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The programme offers more value for money – you don't get the opportunity to get world class business support and mentoring every day, so grab it

”

Geoff Wilkinson, Managing Director, Wilkinsor Construction Consultants Ltd.

What's in it for your business?

The Help to Grow: Management Course is helping small business leaders increase revenue, reduce operating costs and better engage employees. 91% of course participants surveyed report greater confidence in leading and managing their business, within 6 months of completing the course.

During the course, you will work with your mentor to complete a tailored Growth Action Plan for your business. You will also learn how to:

- Develop your leadership and management skills, enhancing employee wellbeing and engagement in the process.
- Recognise what drives productivity and growth in your market and understand what this means for your business.
- Advance responsible business practices, including how you create an inclusive workplace and greener workplace practices.

- Innovate your business model, including how to adopt and invest in new and digital technologies.
- Identify key domestic and export markets for your business and develop strategies for market segmentation, positioning and targeting.
- Develop strategies to improve operational efficiency, saving time and money.

Once the course has finished, you will retain access to expert advice and the support of this unique peer network through the Help to Grow: Management Alumni Network, a programme of events, webinars and small business-specific content delivered through the Alumni Network Hub.



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will give you the tools, the Help to Grow: Management confidence, the knowhow, the networking and the expertise to

Amanda Townsend, Teacher and Director, Start Training

Course overview

The course has been designed to equip you with the knowledge and the confidence to develop your leadership skills and take your business to the next level.

From the first module, it is focused on practical frameworks and tools that will allow you to think about your Growth Action Plan and the changes that need to be put in place to achieve it.

Part 1 - Strategies for Growth and Innovation

Part 1 focuses on what your business does and how you want it to develop in the future. We look at your business's strengths and core capabilities, your opportunities, and your current and potential markets, and how innovation, digital adoption and new market penetration can be key drivers of productivity and growth.

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Module 1: Strategy and Innovation

Content will include:

1. Understanding innovation and its relationship to growth, profitability and productivity.
2. Reviewing your business model and value proposition in relation to current and future market opportunities.
3. Understanding how business model innovation can help you respond to and recover from challenges.
4. Finding out about the UK's innovation ecosystem.

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Module 2: Digital Transformation

Content will include:

1. Understanding the benefits of digital adoption and AI for SMEs in innovating business models and seizing opportunities.
2. Considering what stage your business has reached on the path to digital adoption from digitisation to digital transformation, and identifying priority development areas.
3. Understanding the role of digital leadership and considering digital enablers to achieve a transformational culture.
4. Being alert to the risks of a digitised environment and ways to mitigate that risk.

3

Module 3: Winning New Markets

Content will include:

1. Taking an in-depth look at how a business has:
 - a) innovated its model
 - b) developed markets overseas
 - c) explored models to address opportunities in different countries
 - d) adapted their business model and overcame challenges
 - e) how the experience encouraged them to innovate.

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Module 4: Vision, Mission and Values

Content will include:

1. Understanding the strategic value of vision, purpose and brand, their link to the customer value proposition and role in achieving competitive advantage.
2. Exploring vision, mission and values statements and planning an approach for reviewing these in your business.
3. Defining brand components and how they add value to your business and customers.
4. Understanding the role of your business's vision, values, and brand in organisational culture and employee engagement.

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Module 5: Developing a Marketing Strategy

Content will include:

1. Further developing your customer value proposition and your business's approach to marketing.
2. Understanding market segmentation, targeting and positioning (STP) within your business's competitive environment.
3. Considering the stages in the buyer decision-making processes.
4. Starting to consider the benefits of database marketing.

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Module 6: Building a Brand Case Study

Content will include:

1. Exploring how a business built a market-leading brand and continued to serve its customers' needs through changing times. What challenges had to be overcome and how did the company stay true to its purpose and values.

Part 2 - Engaging with Customers

Part 2 focuses on why you do what you do, how you connect with your customers, and how you effectively convey your values and purpose 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 and Agile Business

Part 3 focuses on creating a suitable organisational structure to deliver your goals, and adopting good practice in the leadership and management of teams.

We look at leading people through change and supporting the wellbeing of staff, as well as developing your people, and introducing agile ways of working.

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Module 7: Organisational Design

Content will include:

1. Identifying growth phases and when and how it will be necessary to evolve the shape of the organisation to implement growth.
2. Considering SME examples of different structures and ways of working and the implications for your workforce.
3. Identifying practical things your business can do to improve mental health at work
4. Considering structures and processes to work effectively towards strategic goals.

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Module 8: Employee Engagement and Leading Change

Content will include:

1. Identifying appropriate strategies for leading change in an inclusive and engaging way.
2. Planning to implement approaches that enhance employee engagement.
3. Recognising the impact of your own leadership approach as a key enabler for growth.
4. Being able to utilise tools and resources collaboratively to lead your team towards strategic goals.

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Module 9: High Performance Workplace Case Study

Content will include:

1. Exploring an example of a company that has put employee engagement at the heart of their business and created an inclusive culture. The tools and ways of working are innovative and productive, and the business has achieved growth through the way it works as much as through what it does.

Part 4 - Operations and Financial Strategies

Part 4 focuses on what happens in the business to create outputs, how you monitor progress and use information to inform decision-making.

We look at a strategic approach to operations, financial management and options to finance growth, and how everything comes together in the implementation of your Growth Action Plan.

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Module 10: Effective Operations

Content will include:

1. Understanding the role of operations and how to take a systemic approach, aligning operations with marketing strategy.
2. Recognising the role of operations in the value chain and understanding what type of operations you have in your business.
3. Considering approaches to continuous improvement, including through responsible business and the use of AI.
4. Recognising how your operations improvement strategy contributes towards your Growth Action Plan.

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Module 11: Finance and Financial Management

Content will include:

1. Using financial data to make informed decisions about future operations including identifying relevant financial metrics for monitoring growth and productivity.
2. Understanding the importance of cash flow forecasting in managing crisis and recovery.
3. Considering options for financing growth both internally and from external sources, and being aware of where to source information and advice.

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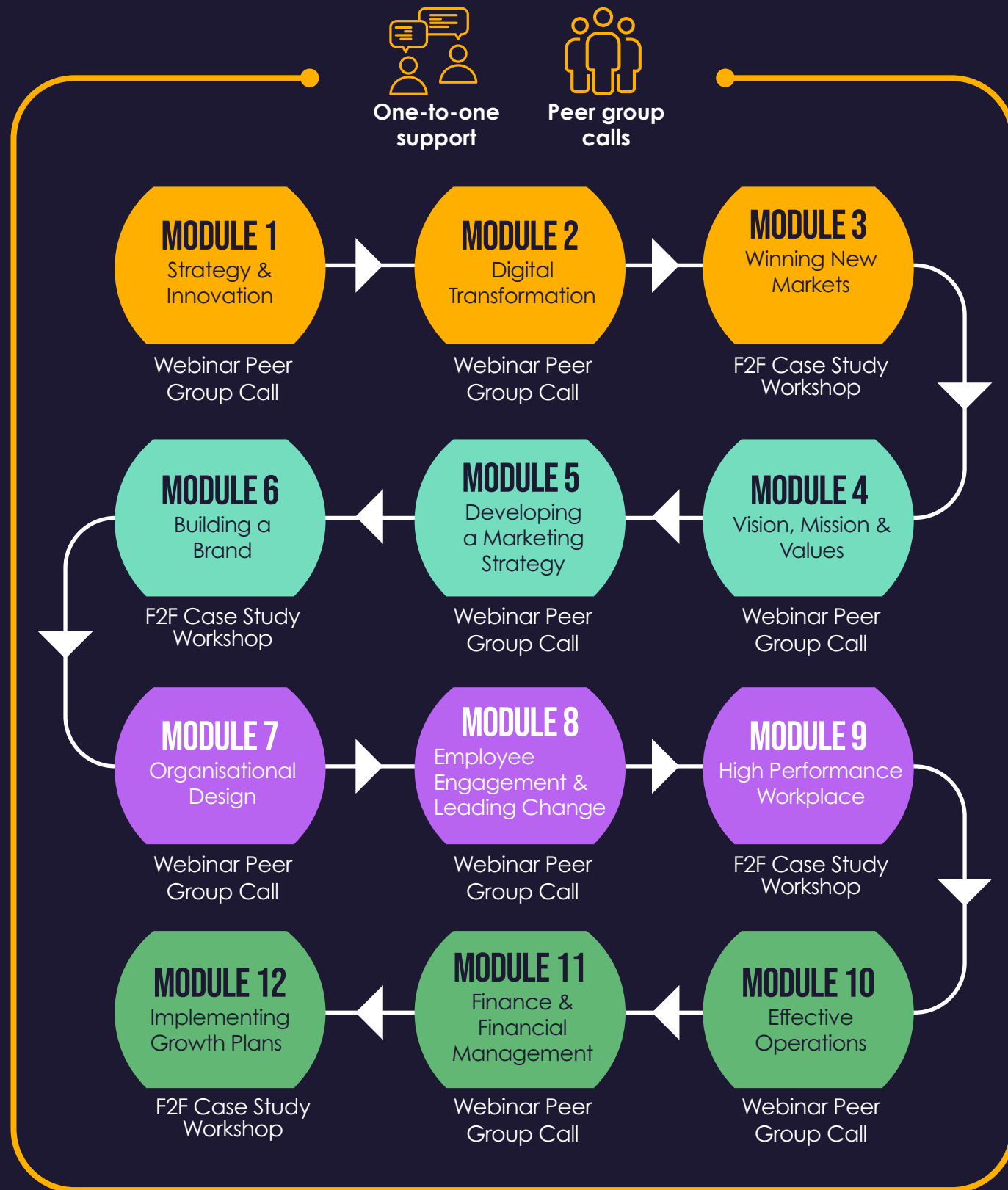
Module 12: Implementing Growth Plans Case Study

Content will include:

1. Developing priorities and a timeline for implementation, using your Growth Action Plan.
2. Identifying the resources required to achieve the objectives in your Growth Action Plan.
3. Embedding key management practices critical to growth and productivity in your business.

What will you learn?

The curriculum has been designed to help you create a tailored business plan that you can start implementing immediately.



Structured learning that gives you every opportunity to fulfil your leadership potential, to learn from and share with your peers, and to grow your business.

Upon completion of the programme

Growth Action Plan

You will complete the programme with a unique **Growth Action Plan**. Over the course, you will tailor your plan to the challenges you face, including an organised set of actions and a plan on a page to share with your employees.

Alumni Programme

You will continue to receive support to grow your business through the **Help to Grow: Management Alumni Network**.

This includes access to regional and national events and practical webinars, alongside other ongoing opportunities to engage with and learn from other like-minded businesses.



I can't thank the experts from the Help

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to Grow: Management Course enough. It sounds simple, but learning how to put time aside for financial planning has allowed me to focus on what's next for the business and given me the head space to

Dr Jyoti Roy, Founder and CEO, GreenEnco

”

think more strategically.



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University of
Hertfordshire **UH**

Hertfordshire
Business School

go.herts.ac.uk/helptogrow

smallbusinesscharter.org/help-to-grow-management

The participating business schools have been accredited by the Small Business Charter, an award which recognises the high quality, tailored guidance they provide to support small businesses and their local economy.



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