



Business Growth Workshops

Learning Outcomes

08th August 2023

Programme Overview

A programme of free workshops

Hosted at Plymouth Science Park, this engaging series of workshops bring together business experts to share their expertise to help you navigate some of the business challenges you might be facing.

Whether you are a start-up, small business, or established company, each workshop has been designed to provide you with actionable insights to drive your business forward.

Business challenges

These workshops have been designed to cover a wide range of business growth challenges including:

- Why does my business exist and where is it going?
- My team are not delivering on their roles.
- I keep hiring the 'wrong' people.
- I do not have time to develop my employees.
- How to define and grow our company culture?
- My employees seem disengaged.
- Our clients are leaving bad reviews.
- I am struggling to create a new business pipeline.
- I am not converting as many leads as I need.
- I need to raise debt funding, but I am unsure how to do that or where to look.
- I do not understand the numbers in my business.
- I find HR a minefield and overwhelming.

Discovering your business purpose & North Star – Part 01

Workshop overview:

Defining the business purpose and goals is a transformative process that sets the course for business and personal success. The output from this workshop will help form the foundations of a 5-year business plan.

Learning outcomes:

1. Defining your new or refining your existing vision statement.
2. Summarising your capabilities.
3. Creating your value proposition.
4. Uncovering your superpower.
5. Considering your 5 BHAGS (Big Hairy Audacious goals).

Who should attend:

Business owners, senior leaders or anyone who has a vested interest in and influence over the forward direction of the business they work in.

Discovering your business purpose & North Star – Part 02

Workshop overview:

Defining the business purpose and goals is a transformative process that sets the course for business and personal success. The output from this workshop will help form the foundations of a 5-year business plan.

Learning outcomes:

1. Defining your new or refining your existing business mission.
2. Uncovering your Core Values.
3. Considering what are your top 5 personal goals.
4. Discovering your North Star.

Who should attend:

Business owners, senior leaders or anyone who has a vested interest in and influence over the forward direction of the business they work in.

The importance of creating roles & responsibilities

Workshop overview:

Roles and responsibilities are the foundation of a well-functioning and efficient business where employees understand what is expected of them and how their role contributes to the success of the business (which is a significant influencer of employee engagement).

Learning outcomes:

1. Understanding the importance of roles and responsibilities for you, your business, and your team.
2. Insights into the process we use to create roles and responsibilities.
3. An example of a set of roles and responsibilities we have created using our matrix.
4. How roles and responsibilities provide a foundation for effective recruitment and employee development plans.

Who should attend:

Anyone who currently manages people or is likely to move into a management role in the near future.

Recruiting & onboarding for a growing business

Workshop overview:

Recruiting and onboarding the right talent for your business is critical when building a high-performing team which is aligned with your culture and goals, helping to drive innovation, productivity, and sustainable growth.

Learning outcomes:

1. Understanding the importance of recruiting for culture first and skills second.
2. Building a pool of candidates for a position.
3. Insights into the process we use to select the right candidate.
4. Top tips to effectively onboard new hires.

Who should attend:

Anyone who currently manages people or is likely to move into a management role in the near future and is directly involved in recruitment.

Developing your people for the long term

Workshop overview:

Investing in employee development and cultivating a culture of continuous learning and growth is crucial for the long-term success of a business.

Learning Outcomes:

1. Understanding the importance of growing your employees.
2. Why it is essential to assess your employees in the right way.
3. Insights into the process we use to conduct a meaningful employee development review.
4. How to effectively provide the growth plans and support your employees need.

Who should attend:

Anyone who currently manages people or is likely to move into a management role in the near future and will be responsible for developing and growing the people who report to them.

The power of core values

Workshop overview:

Core values underpin a business identity. They guide the culture, foster a strong sense of purpose, and create a positive work environment that attracts and retains likeminded top talent and drives success.

Learning outcomes:

1. Understanding the important role core values play in your business.
2. Insights into how to uncover your core values.
3. How to break down your core values so they are accessible for all.
4. Top tips to embed them as living breathing values in your business.

Who should attend:

Business owners, senior leaders or anyone who has a vested interest in and influence over the forward direction of the business they work in.

The key to employee engagement

Workshop overview:

Employee engagement is the key to building a motivated, productive, and committed workforce which can lead to increased productivity, higher job satisfaction, and a culture of continuous improvement.

Learning outcomes:

1. Understanding the importance of employee engagement, and how it impacts individual and business performance.
2. Insights into the factors that influence employee engagement.
3. Practical strategies to get the best from your team every day whilst ensuring they still love to come to work.
4. Top tips on measuring employee engagement effectively.

Who should attend:

Anyone who currently manages people or is likely to move into a management role in the near future and is directly involved in people leadership.

Exceptional client experience

Workshop overview:

Delivering an exceptional client experience is paramount to building strong relationships, fostering loyalty, increasing client satisfaction, and driving business growth.

Learning outcomes:

1. Understanding the importance of ensuring your clients receive a consistent level of service.
2. How to effectively measure your client satisfaction.
3. Insights into the practical strategies we have used to improve customer experience.
4. Top tips to embed client experience into your business as you grow.

Who should attend:

Business owners, senior leaders or anyone who plays a lead role in serving and interacting with clients.

Acquiring new client leads

Workshop overview:

Acquiring new client leads are vital for adapting to changing market dynamics, achieving sustainable growth, and maintaining an edge in today's competitive marketplace.

Learning outcomes:

1. Understanding the importance of acquiring new clients for your business.
2. Insights into how to identify your target markets.
3. Developing compelling value propositions.

4. How to implement marketing campaigns to build out your new business pipeline.

Who should attend:

Business owners, senior leaders or anyone who has a responsibility for marketing within the business.

Increasing your sales conversion rate

Workshop overview:

Capitalising on opportunities and converting prospects into new customers is essential for financial stability, to enhance profitability, and driving sustainable business growth and success.

Learning outcomes:

1. Understanding the importance of increasing your conversion rates.
2. Why having a robust sales process is essential.
3. Insights into how to identify sales opportunities.
4. Top tips on overcoming objections and closing deals with confidence.

Who should attend:

Business owners, senior leaders or anyone who has a responsibility for sales within the business.

Raising business funding

Workshop overview:

Identifying suitable funding opportunities and raising adequate capital is crucial for business growth, expansion, and innovation.

This workshop is designed to provide high-level insights on how to navigate the funding landscape, develop a compelling business plan and secure the necessary capital your business needs.

Learning outcomes:

1. Understand why businesses need to access funding.
2. Which funding options are available.
3. Which funding options best meet your needs and why.
4. Top tips to support a successful funding application.

Who should attend:

Business owners, senior leaders or finance professionals who are looking to raise funding.

Know your numbers – Part 01 (An introduction to your business numbers)

Workshop overview:

Having a solid understanding of the financial numbers of a business is essential to make informed and timely decisions, drive profitability, and ensure long-term success.

This workshop is designed to provide high-level insights on how to confidently analyse and understand your accounting information, enabling you to assess the financial health of your business and strategically plan for future growth.

Learning outcomes:

1. An introduction to the key financial reports.
2. Insights into your Profit & Loss and Balance Sheet.
3. Understanding different profits.
4. The relationship between profit and cash.

Who should attend:

Business owners and anyone who wants to better understand the numbers in their business or the business they work for.

Know your numbers – Part 02 (Profitable pricing)

Workshop overview:

Having a solid understanding of the financial numbers of a business is essential to make informed and timely decisions, drive profitability, and ensure long-term success.

This workshop is designed to provide high-level insights on how to confidently analyse and understand your accounting information, enabling you to assess the financial health of your business and strategically plan for future growth.

Learning outcomes:

1. The key drivers to profitable pricing.
2. How to build your pricing strategy.
3. Gross profit versus markup.

Who should attend:

Business owners and anyone who wants to better understand the numbers in their business or the business they work for.

Know your numbers – Part 03 (Cashflow)

Workshop overview:

Having a solid understanding of the financial numbers of a business is essential to make informed and timely decisions, drive profitability, and ensure long-term success.

This workshop is designed to provide high-level insights on how to confidently analyse and understand your accounting information, enabling you to assess the financial health of your business and strategically plan for future growth.

Learning outcomes:

1. Cashflow explained.
2. An introduction to cashflow forecasting.

3. Top tips to protect your cashflow.

Who should attend:

Business owners and anyone who wants to better understand the numbers in their business or the business they work for.

Know your numbers – Part 04 (Reporting, Metrics and KPIs)

Workshop overview:

Having a solid understanding of the financial numbers of a business is essential to make informed and timely decisions, drive profitability, and ensure long-term success.

This workshop is designed to provide high-level insights on how to confidently analyse and understand your accounting information, enabling you to assess the financial health of your business and strategically plan for future growth.

Learning outcomes:

1. An introduction to business metrics and KPIs.
2. Recommended monthly financial reporting pack.
3. Tools to measure and manage business performance.

Who should attend:

Business owners and anyone who wants to better understand the numbers in their business or the business they work for.

Navigating the world of Human Resources

Workshop overview:

The field of Human Resources is complex and ever evolving, requiring professionals to possess a wide range of skills to effectively navigate its challenges.

This workshop is designed to provide high-level insights on best practices, industry trends, and strategies for addressing some of the common HR challenges you might be facing.

Learning outcomes:

1. An introduction to the role of a HR consultant.
2. The benefits of having effective HR resource in your business.
3. Top tips to ensure you run your business in compliance with HR regulations.

Who should attend:

Business owners, senior leaders or anyone responsible for HR in the business.