

HELP TO GROW.

MANAGEMENT COURSE



UNIVERSITY OF
LEICESTER

SCHOOL OF
BUSINESS

**BOOST YOUR
BUSINESS
PERFORMANCE,
RESILIENCE AND
LONG-TERM GROWTH**



What is the Help to Grow: Management Course?

Evidence shows that improving and developing effective management practices can result in a productivity boost of up to 10% for your business¹.

The Help to Grow: Management Course is a unique executive development leadership and management course designed to help you to grow your business.

How does it work?

Designed to be undertaken alongside full-time work, the time commitment is 50 hours over 12 weeks. The course is 90% government-funded and 10% funded through a business development bursary from the University of Leicester School of Business. Providing £7,500 of fully-funded training, the Help to Grow: Management Course can play a big part in securing the future of your business.

The course is delivered by world-class business schools across the UK and facilitated by subject experts. It uses a combination of online and face-to-face sessions alongside case study workshops to give you the opportunity to apply the concepts taught to real-life situations faced by business leaders like you.

By the end of the course, you will have developed a tailored Growth Action Plan to help you lead and grow your business with the aim of realising its full potential.

You'll be supported throughout the course by your own mentor, and have the opportunity to learn from peers and network with businesses from a wide range of different sectors.

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



Rahoul Naik,
Managing Director,
Jetpack Marketing

“ As we went through the modules, I found there to be lots of practical ways to implement what we were learning almost weekly! ”

“ So valuable for anyone with an established business who understands all the challenges of managing teams, premises and finances and wants a fresh perspective so they can develop their growth strategy. ”

Sue Keogh, Director, Sookio Ltd



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 UK
- Employ between 5 and 249 people
- Have been operational for at least one year
- Not be a charity although social enterprises and Community Interest Companies (CICs) are eligible

You must:

- Be a member of the senior management team, be an owner/founder, or have a decision-making role in the business
- Manage at least one other person

If your business employs 5-9 people then one person is eligible to join the course, whereas for businesses with 10-249 employees up to two people can benefit.

Want to apply?

Visit www.le.ac.uk/helptogrow to find out more and register. On this page, you will find links to review the course schedule and register for the next available start date.

You may also find it helpful to hear from recent course participants on our Help to Grow: Management YouTube playlist at bit.ly/htgplaylist

What does the course involve?

During your time on the course, you will be involved in:

- Online and case study workshops - run by expert facilitators from business schools accredited by the Small Business Charter (an award which recognises business schools who provide high quality, tailored guidance to businesses). Case study workshops will be held in-person and will allow you to learn through the real experiences of small and medium-sized businesses.
- 1:1 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 a minimum of five years of recent 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 be connected 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 course is structured to allow it to be factored into your schedule without disrupting your essential day-to-day working, letting you get on with business while investing in the future.



Dr Craig Howard
Co-Founder and CEO,
Evoke Systems

“ The course has enabled me to step back, have a wider, external view of the business in the light of each topic and then bring it back together into a prioritised action plan with a focus on product innovation and launching into new markets. ”



What's in it for your business?

After 12 weeks and 50 hours of being advised and supported by dedicated business school expert facilitators, your peer group, and your mentor, you will have developed a Growth Action Plan - one that is uniquely tailored to helping you to lead and grow your business.

During your course, you will have exclusive access to your peer network - a forum to share experiences and learn first-hand from real-world challenges that you may also face as you grow your business.

Following completion, you will also retain access to expert advice through the Help to Grow: Management Alumni Network.

As well as your Growth Action Plan the course will allow you the opportunity to:

- Develop your leadership and management skills, enhancing employee wellbeing and engagement in the process.
- Help you recognise what drives productivity and growth in your market and understand what this means for your business.

- Learn how to advance responsible business practices, including how you create an inclusive workplace and greener workplace practices.
- Understand how to 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.



Nisha Ravat,
Director,
Green Tomato

“ I have gained confidence in approaching different sectors to grow my business and am already seeing the benefits. We have transformed our operations through digitalisation and are ready to expand our services to our second area. ”

Course overview

The course provides everything you need to put together a realistic and valuable Growth Action Plan specifically for your business.

In fact, it has been put together so that you start this Plan in Part 1 of the curriculum, with the support of your course facilitator and mentor - and they'll help you to build on this foundation throughout the course.

Part 1 - Strategies for Growth and Innovation

This 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

Learning outcomes 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

Learning outcomes will include:

1. Understanding the benefits of digital adoption 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.

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Module 3: Winning New Markets Case Study

Learning outcomes will include:

- 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.

Part 2 - Engaging with Customers

This part 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.

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Module 4: Vision, Mission and Values

Learning outcomes
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

Learning outcomes
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.

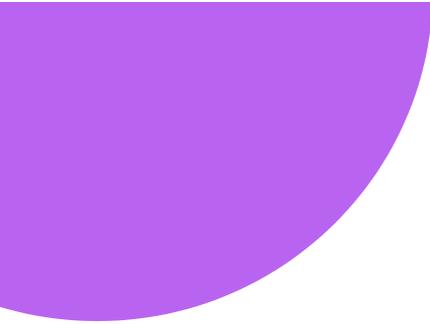
6

Module 6: Building a Brand Case Study

Learning outcomes
will include:

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





Part 3 - Building a Sustainable and Agile Business

This part 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

Learning outcomes 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 & the implications for your workforce.
3. Jointly with others in your business, reviewing skills, roles and training to ensure the required expertise is available to deliver the growth plan.
4. Considering structures and processes to facilitate agile working.

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Module 8: Employee Engagement and Leading Change

Learning outcomes 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 & resources collaboratively to lead your team towards strategic goals.

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Module 9: High Performance Workplace, Case Study

Learning outcomes will include:

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

This part 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

Learning outcomes
will include:

1. Understanding the role of operations and how to take a systemic approach, aligning operations with marketing strategy.
2. Analysing operations using a value flow map.
3. Considering an approach to key metrics which engages teams and creates a culture of continuous improvement in value flow.
4. Recognising how your operations improvement strategy contributes towards your Growth Action Plan.

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Module 11: Finance and Financial Management

Learning outcomes
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

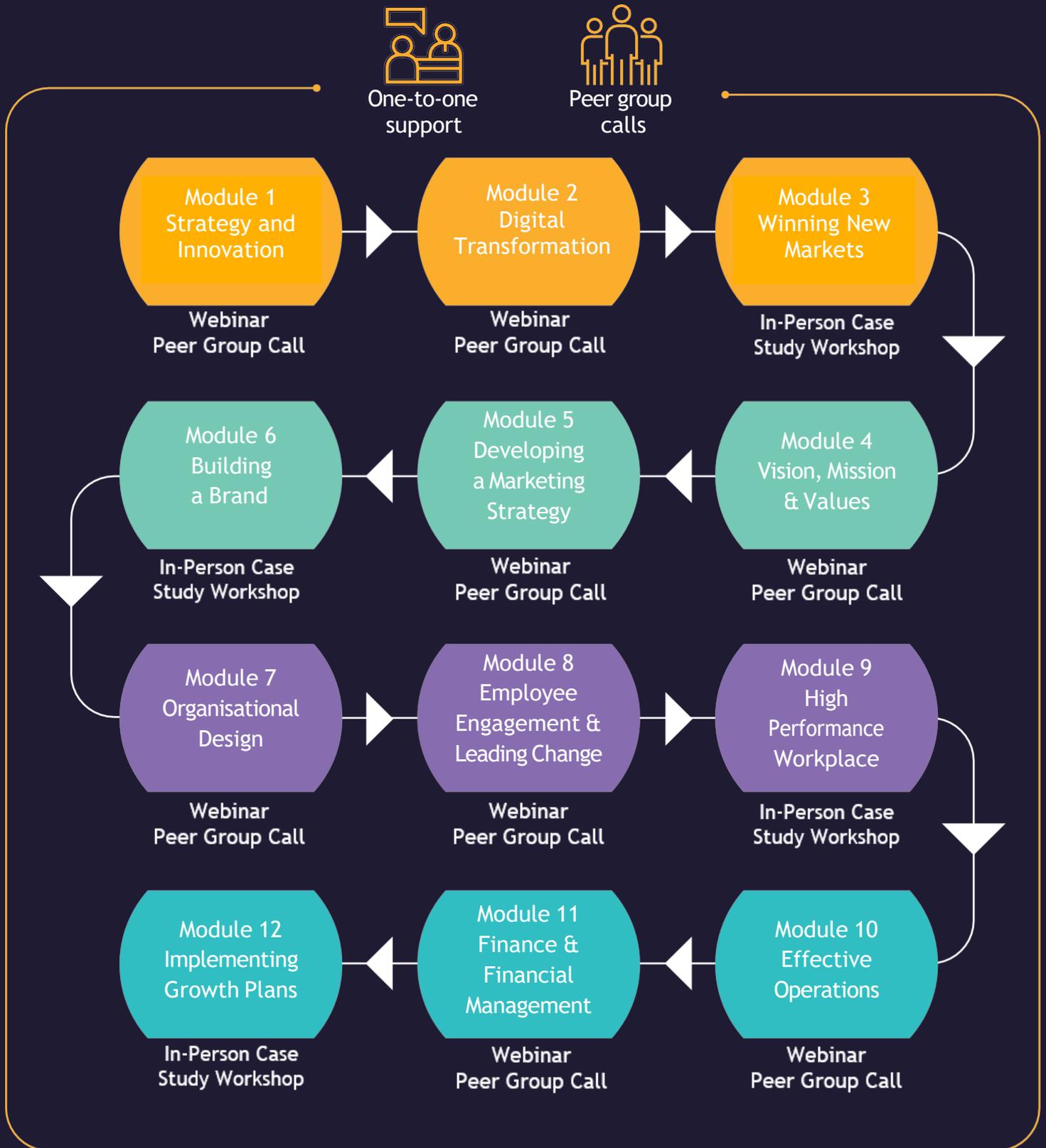
Learning outcomes
will include:

1. Developing priorities and a timeline for implementation, using your Growth Action Plan.
2. Identifying 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 you will learn

The curriculum has been designed to help you to create a tailored business plan to begin 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 course

Growth Action Plan

You will complete the course with a unique Growth Action Plan.

Over the course, your plan will be personally tailored to the challenges you face, including an organised set of actions and a plan on a page to share with your employees.

Alumni Network

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

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

University of Leicester 20% Alumni Discount

Upon successful completion you will be eligible for 20% off future credit-bearing study with the University of Leicester.

6 months free membership with the Chartered Management Institute (CMI)

Upon successful completion you will be eligible to take advantage of 6 months of free membership with CMI including resources, insights and toolkits for managers, regular newsletters, access to a diagnostic self-assessment tool and a 45% discount on Chartered Management Assessment to achieve Chartered Manager Status.



Hannah Nicholls,
Head of Practice Development,
Nicholls Law Group Ltd

“ Meeting individuals from different industries as well as learning all the theory has been incredibly useful. A great mixture of theory and other people’s perspectives to help get the point across. ”

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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.



HM Government



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