

"SURVIVE AND THRIVE"

A BUSINESS DEVELOPMENT PROGRAMME FOR **WINNERS**

- Are you concerned about the effects of the **Recession** on **your** business?
- Do you want to gain business success faster than is currently happening?
- Are you keen to develop the skills that will set your business apart from your competitors?

Yes? Then it's important that you read on ...

The Programme

In response to market demands, and using tried and tested business knowledge, tools and techniques, we have developed the '**Survive and thrive**' business development programme. This is aimed at business owners who have been trading for 2 years or more i.e. have survived the difficult first few years and are now ready to consolidate and grow their businesses.

The programme comprises a powerful and innovative combination of training, consulting and coaching that is designed firstly to transfer essential business skills and acumen then secondly to embed these into individual enterprises, in ways that meet your particular needs.

Four Key Benefits of the 'Survive and Thrive' Programme

1. Unlike other training programmes, Survive and Thrive works with individuals to take the learning from the workshops into their own workplace and helps them apply this to their own specific business needs.
2. Numbers on the workshops are limited to 8 businesses to ensure content may be tailored to each participant's needs while also allowing a valuable support network to be developed.
3. The weekly coaching sessions keep participants motivated and encouraged to remain focused on their goals and help to deal with issues before they become problems.
4. By spreading the programme over an entire year, participants can feel reassured that they can progress at their own pace while being supported by our expert team.



It's like having ongoing access to your own Finance Director, Management Consultant and Marketing Director while developing your own skills ...

Format and Content

The 12-month programme offers a unique blend of training, consultancy and coaching as follows:

- **6 half-day, highly interactive workshops on core business skill areas:**
 - Planning and direction – setting the vision, mission and objectives for the business
 - Finance – including record keeping, management accounts, KPIs cash flows and trouble-shooting
 - Operations and systems – including administration, time management, procurement and stock
 - Developing the team – staffing and personal development, employment issues
 - Marketing #1 – research, market analysis, internal and external audits, SWOTT
 - Marketing #2 - strategy development and tactical planning: choosing the right tools for the job

Note: specific content of these modules may change, as it will be geared to closely meet the needs of the participating businesses.



Aspire Management Services

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- **6 individual consultancy and coaching sessions:**
Further tailoring and applying the skills to their individual businesses, providing expert advice on any of the skill areas covered by the programme
- **Weekly support and accountability sessions on the telephone:**
Identifying and addressing areas of concern, keeping participants focused and challenged on their goals and removing obstacles to participants achieving the success they want

Where and When?

Programmes are run throughout the year so that you can join a new intake when it suits you and whenever a new cohort (minimum 4) is being enrolled.

Training sessions take place in centrally located premises in Dunbartonshire.

Your Investment

The investment is just £199 + VAT per participant per month for the entire twelve-month programme.

West Dunbartonshire Council has approved the programme for grant support: provided businesses meet their criteria, they may be eligible for Training Grant support for 50% of the investment.

Discounts are available to members of the Dunbartonshire Chamber of Commerce.

INTERESTED?

For more information and to discuss how the Survive and Thrive programme will boost your business,

contact Emma on freephone **0800 055 6343**

or email us at info@aspiremanagement.co.uk

Other Programmes

We also offer budget-priced programmes for business start-ups and bespoke programmes for individual businesses and entrepreneurs. **Again, 50% funding may be available.**

Just contact us free on **0800 055 6343** for more information.



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