


The HGBC Business Accelerator

 The leadership development programme for high growth entrepreneurial businesses



Duration

1 x 2 days + 3 x 1 day

Dates, Fees & Bookings

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Programme Partner

South East Business Innovation & Growth

www.innovationgrowth.co.uk

Programme Venue

Henley Management School

www.henley.reading.ac.uk

Note: The initial two-day module is residential at Henley Business School, Greenlands, Henley-upon-Thames, Oxfordshire RG9 3AU.

* Action Learning Sets are small groups of individuals who support one another in learning and development in an area where they have an interest and wish to increase their expertise.

NOTE: Programme details are subject to change without prior notice.

To survive and grow in the current economic climate organisations need to implement a sustainable approach to their continuous development.

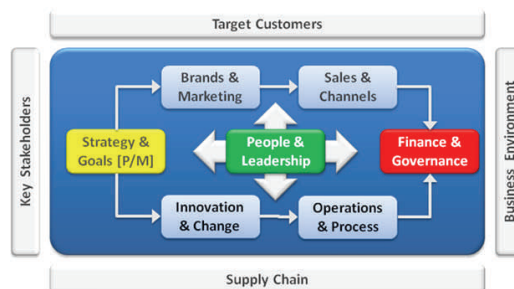
Traditional approaches to performance improvement typically result in short-term gains, resulting in little or no long-term improvement. The High Growth Business Coaching (HGBC) 'Business Accelerator' can assist you in sustaining your organisation's performance over the long-term and create a culture of continuous learning and growth.

Over a highly supportive six months period, this programme offers the opportunity to address urgent business issues, employ best practice management techniques, with input from peers and experts, whilst using a leading-edge technology platform to help you to apply what you have learnt directly back in the workplace.

The HGBC 'Business Accelerator' is an integral part of 'Coaching for High Growth' offered through South East Business Innovation & Growth, which provides structured delivery of intensive business coaching and assistance for small to medium sized enterprises. The 'Business Accelerator' programme format will equip all attendees with a practical and rounded management skill-set to help address both strategic and tactical issues encountered in High Growth SMEs.

Programme Format

The 'Business Accelerator' programme is run over



five days covering key areas of the business model: Each of these topics will include a focus on particular aspects to suit the needs of the cohort as defined by them during the initial 2 day workshop. For example previous cohorts have expressed an interest in a more in-depth understanding of corporate governance and exit readiness strategies. Cohorts will be split into Action Learning Sets* of 4-6 people for the duration of the programme.

Programme Delivery

A team of highly experienced and successful entrepreneurs, academic researchers and educators, will be responsible for delivering the programme, based on the following topics :

Strategy & Business Planning

- Industry & Market Analysis
- Customer & Competitor Analysis
- Vision & Growth Strategies
- Business Focus & Segmentation
- Structure, Roles & Responsibilities
- Financial Acumen & Awareness
- Performance Review Meetings

People & Leadership

- Critical Decision Making
- Building High Performance Teams
- Corporate Governance for SMEs

Sales & Marketing

- Product-Marketing Matrix
- Key Account Planning
- Sales Prospects & Pipeline Management

Continuous Improvement

- Margin Analysis
- People Management & Motivation
- Critical Issues & Risk Management

Each cohort will determine the specific emphasis required on these and any additional topics identified during an initial learning needs analysis.

Programme Outcomes

The objective of this integrated approach is to deliver an effective and quality-driven enterprise improvement intervention providing positive outcomes which are summarised below:

- Increased knowledge, skills, and awareness of a variety of triple-bottom-line-driven, sustainable enterprise development issues amongst high growth potential enterprises;
- Increase motivation amongst participants to practice sustainable enterprise-enhancing behaviours (having an immediate effect on entrepreneurs' perceived locus of control, impact and action)

Designed into the programme will be systematic reviews, with a strong focus on participating approaches and on-going feedback.

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