



Business Innovation & Growth programme

Introduction

Our Business Innovation & Growth (BIG) programme has been specifically designed for owner managers/senior employees of an SME to achieve the ongoing success and growth of a business.

Through a series of practical and applied workshops we will equip you with the essential tools, knowledge, and insights to identify and harness the innovation potential of your organisation. As you progress through the programme, you will develop your own innovative and entrepreneurial thinking, drawing on the latest research and business knowledge, to develop effective business innovation and growth plans.

By the time you have completed the programme you will have identified current key issues facing the development of your business, enhanced your own personal capabilities, developed an innovation mindset, and designed your own business growth plan.

Course overview

The programme is made up of nine one-day events, typically run every three weeks, over a nine-month period. The structure enables you to step back from your day to day activities – ‘working in the business’ - and think about ‘working *on* the business’.

The course uses practical material and knowledge from faculty and experts, all of whom have worked and researched within the world of commerce and service delivery. Alumni of the previous BIG programme will also be involved in this programme to provide their experience and mentorship.

Each workshop will feature a business owner who has undertaken BIG and experienced a transformational change in their business performance as a result. They will complement the subject matter of each workshop by presenting a relevant case study, sharing their success story and emphasising how they would best use the opportunity that the workshop and BIG offer.

Throughout the programme you will also have the opportunity to develop wider peer support networks with your fellow delegates by working with in development clusters. The outcomes and experiences of working in these groups will support your personal development and enable you to apply knowledge back in your own organisations.

Business plan

The primary outcome of participation in the programme is the creation of your own business growth plan. Each of the first eight workshops will deliver one of the elements of the plan. At the ninth you present your business plan for review by a panel of faculty and experts from BIG and beyond.

Workshops

The programme launches with an online session to introduce you to faculty, tutors, and each other. We will look at preparing for the workshops, using the *my.wbs* learning platform for accessing materials, working in

business clusters, sharing information and learning and the business plan development process - everything you could need to get you started!

Workshop 1: The Entrepreneurial Mindset – opportunity identification and exploitation

Explore the notion of an entrepreneurial mindset, and the attitudes and behaviours of ‘expert’ entrepreneurs. Identify a set of principles to guide your decision-making when dealing with the uncertainty generated by innovation.

Workshop 2: Leadership and the Entrepreneur

Consider with the essential elements of leadership capability for enabling and sustaining growth. Explore the key themes of self-awareness, resilience, authenticity, and agility using practical tools and frameworks drawn from the fields of psychology, neuroscience, and coaching / mentoring.

Workshop 3: Building entrepreneurial capabilities

Further develop what is meant by ‘entrepreneurial capabilities’ and the ways in which leaders and managers can help build them. Examine the implications for managing people and the organisation to build and sustain these capabilities.

Workshop 4: Business Modelling – evaluating risk and winning business

Explore the concept of business modelling as a key requirement at the heart of any strategy for growth.

Workshop 5: Innovation for growth

Evidence shows innovative firms grow faster and are more profitable than firms which do not innovate. Focus on some straightforward metrics for innovation and explore how these can be used to improve performance within your organisation.

Workshop 6: Marketing for growth

Examine four key strategic marketing decisions that can drive profitable growth. Each of the four areas will be examined to see how firms can analyse and plan: customer segments; new product development; brand image of the firm; internationalisation.

Workshop 7: Managing buyer and supplier relationships

Discuss the role that buyer and supplier relationships play in growth and define and explain the effects of these relationships. Determine strategies and establish correct relationships for managing different customers and suppliers, and consider how to manage these as part of a network.

Workshop 8: Financing growth

Explore various finance options to fund growth, considering advantages and disadvantages of each and the ways individual funders may look at the business.

Workshop 9: Presentation of growth plans (Panel Review)

Your business plan reviewed, by a panel made up of programme tutors, alumni. and invited entrepreneurs.

Dates

Webinar Launch	Friday 25 October 2013 (approximately 1-2 hours)
Workshop 1	Friday 8 November
Workshop 2	Friday 29 November
Workshop 3	Thursday 19 December
Workshop 4	Friday 24 January 2014
Workshop 5	Friday 21 February
Workshop 6	Friday 14 March

Workshop 7	Friday 4 April
Workshop 8	Friday 16 May
Workshop 9	Friday 20 June

Taster sessions

Join us at a free two-hour taster session to experience some of the course content and speak to the programme team.

10 September 2013	Morning Taster Session	1030–1230pm
3 October 2013	Evening Taster Session	6-8pm

[Register now for a taster session now](#)

Fees

The programme fee is £5,500.

Apply

You can [apply online](#) using our form. Or if this set of dates doesn't suit you, you can [register an interest](#) here.

Further information

We would be delighted to offer you any further information you might need, so please don't hesitate to contact us.

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