

December Newsletter

As we come to the end of a challenging year, we would like to take this opportunity to thank you all for your continued engagement and support and to share with you some of our successes during these last twelve months.

Through a series of both on-line and face to face workshops we have:

- Assisted over 75 businesses through our Small Business Leadership Programme.
- We have also successfully assisted over 70 businesses through our Innovation Voucher workshops and our Enterprise for Success workshops.
- We have successfully delivered 2 cohorts on our H2GM programme, with some excellent feedback from the 40 businesses we supported.
- Our students have supported over 30 businesses with our Student Live project offering and our newsletter now goes out to 1,800 businesses covering all sizes and sectors.
- We also exhibited at 2 of the Midlands Business Network Expo, where we spoke to over 50 businesses.

With 2021 being a challenging year for many businesses, January is a great time to take a step back and re-assess where you're going. With a lot of uncertainty on the horizon, our workshops are specifically designed to give business owners the clarity they need to grow their business with confidence.

We are extremely proud of what we have achieved but we couldn't have done it without the continued support of all our business community so would like to thank you for this and we look forward to assisting you in 2022.

January is a great time to take a step back and re-assess where you're going. Birmingham City University are offering small and medium-sized businesses exactly this, with their series of workshop



programmes starting in the New Year, at a time when support is needed most.

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Boost your business performance, resilience and long-term growth

Help to Grow Management is a national government-backed programme offered at Birmingham City Business School which supports senior managers of small and medium-sized enterprises with their long-term business success and growth. The 12-week programme is 90% funded by the government.

Benefits to your business include:

- Enhance your management and strategic capabilities
- Produce a growth plan for your business
- Build resilience to future shocks
- Learn how to innovate in your business
- Adopt digital technologies to boost productivity and operational agility
- Develop your value proposition and reach into growth markets
- Improve employee engagement and responsible business practices

To join Help to Grow: Management, your business must:

- Be a Small or Medium-sized Enterprise (SME) based in the United Kingdom
- From any business sector, employing between 5 and 249 people
- Have been operational for at least one year
- You must be a decision-maker or member of senior management
- Not be a charity

We are currently taking registrations for Cohort 3 of this programme starting on February 8th 2022. We are also taking in registrations for Cohort 4 which starts on March 22nd 2022.

Register here for Cohort 3:

<https://smallbusinesscharter.org/h2gmcourse/birmingham-wm-cohort-3/>

Register here for Cohort 4:

<https://smallbusinesscharter.org/h2gmcourse/birmingham-wm-cohort-4/>

Here's what Peter Davies, of James Lister and Sons Limited, a participant from our previous cohort, has to say to about the programme:

"Despite my initial scepticism as to whether I would gain anything from Help to Grow Management, both because I already had reasonable experience of business management and because it was being presented by "academics", I can honestly say that the course is of immense benefit. My worries that it would be too heavy on theory were totally unfounded – yes, of course, some of that is explained, but it is done in such a practical way, linked to real life business examples, and to our own situations, that it truly becomes useful.



To get the full benefit you do need to be sure that you can commit a few hours each week for the programme sessions themselves, applying the ideas to your own business, and then attending the peer group discussions, but if you do that it is hard to imagine that you will not find some real opportunities and ways to grow your company. It is comforting to know that you are not alone in tackling the challenge of finding ways forward! So far, everyone who has presented to, or worked

with us, on the course have had real-life business experience themselves and have some practical understanding of most of us are

"I would strongly programme to grow their

and Sons Limited

**Boost your
by Developing**



many of the issues that facing."

recommend this anyone who is trying to business."

Peter Davies James Lister

**Business Performance
your Leadership Skills**

From analysing your purpose, vision and values and creating an effective marketing campaign to learning how to think more strategically as a leader, our 2 day Enterprise for Success workshop covers a whole host of important tools and techniques to use when growing a successful business.

2-Day Enterprise for Success Workshop

Wednesday 12th January and Wednesday 19th January 2022

Online via MS Teams 10.00am – 4.30pm

We offer free business support workshops focused on identifying the best opportunities for growth. Come along to learn new skills and techniques, essential to creating your business strategy:

Marketing Strategy

- Understand and Develop your Value Proposition
- Elements of an Effective Marketing Campaign

Leadership Strategy

- Analysing your Growth Journey; Purpose, Vision and Values
- Learn how to Think More Strategically

Designed to support small or medium-sized business owners, our sessions can help you understand how to grow and develop in order to achieve your business goals, giving you a competitive advantage. Let's drive your business growth forward.

Register your interest here.



<https://www.eventbrite.co.uk/e/enterprise-for-success-online-workshop-programme-tickets-226931216377> *The Enterprise for Success Programme is open to eligible businesses located within the GBSLEP area*

Are you looking for new insights to take your business forward in 2022?



Coming up with new ideas for your business can be a great way to overcome obstacles, and can lead to the realisation of new products, services, and processes, and ultimately more sales.

Sometimes it can be hard to implement this on your own, and this is where our Business Innovation Workshops can help by introducing you to new ways of thinking, tools and techniques to try, and a great space to generate and share your ideas with like-minded professionals.

Wednesdays: 2nd, 9th & 23rd February 2022

9.30am - 4.30pm

The Eastside Rooms, Woodcock Street, Birmingham, B7 4BL

Our business support specialists will help SMEs develop new knowledge, experiment with practical exercises, and drive innovation across three specific topics:

- **Envisioning for Growth through Innovation**
- **Strategy & Leadership for Innovation**
- **Marketing for Innovation**

During our workshops, we will help you to identify, understand, and assess your company's strategic and cultural abilities, and create a business environment of innovation and growth.

Register your
here:

interest



<https://www.eventbrite.co.uk/e/business-innovation-workshops-tickets-229842554267>

The Business Innovation Workshops programme is open to eligible businesses located within the GBSLEP area.

Merry Christmas and a Happy New Year to you and your families! We look forward to working with you in 2022!