

## Welcome to the January edition of the Birmingham City Business School Newsletter

We hope you have had a refreshing break over the festive season and are eager to start the new year ahead. We have plenty of ways to support you as a leader in taking your business to the next level.

This edition focuses on **Leadership** and the role it plays within your business.

We start by looking at the concept of **leader coaching** with Chris Edger, Professor of Management Practice, with a TigerLAB BITE podcast.

Our **Help to Grow Management** 12-week programme supports senior managers and leaders of small and medium-sized enterprises with their long-term business sustainability and growth.

If you are looking to review how your business can grow through a better understanding of business planning, our **Enterprise for Success** workshops can help you focus on your leadership strategy.

Our **Business Innovation Workshop** series is designed to help SME owner-managers build their strategic leadership capacity and enhance the cultural and structural effectiveness of their organisation for innovation.

### The ideal help to grow your business?



**HELP TO GROW**  
**MANAGEMENT**

TAKE YOUR BUSINESS TO THE NEXT LEVEL

 HM Government

 BIRMINGHAM CITY  
University

 SMALL  
BUSINESS  
CHARTER

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.

Andy Salmon, serial entrepreneur and Senior Lecturer in International Business at Birmingham City University Business School discusses the everyday challenges small and medium-sized enterprises are facing in the current regional business environment and the business support opportunities they need to take advantage of to ensure sustainable business growth.

[The ideal help to grow your business? - BCU Advantage](#)

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

**Learn more about leadership coaching for your business with the tigerLAB BITES podcast**



On this episode, we are going to learn about the concept of leader coaching with Chris Edger, Professor of Management Practice who has recently co-written Advanced Leader Coaching. Chris takes us through the central premise of the book of how leaders think and feel, affects how they behave with others.

<https://www.youtube.com/watch?v=kuUTCp5juHo>

**Boost your Business Performance by Developing 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**  
**Wednesdays: 16 February and 2 March 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: 2<sup>nd</sup>, 9<sup>th</sup> & 23<sup>rd</sup> 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 interest here:**

<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.*