

Welcome to the March edition of the Birmingham City Business School Newsletter

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

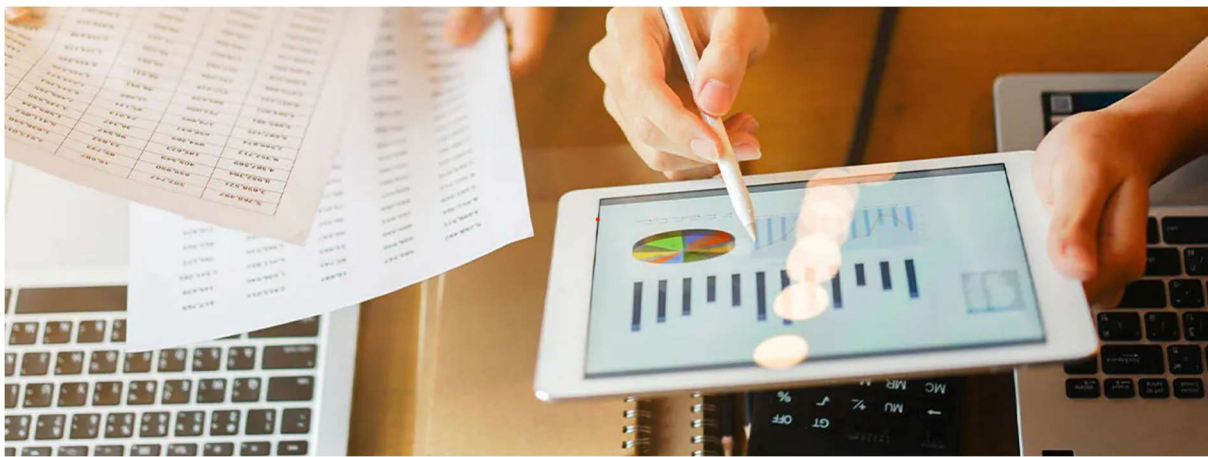
Academics at Birmingham City Business School have identified the **seven characteristics** that SMEs need in order to drive their business growth.

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.

Venture Fest WM provides entrepreneurs, investors and innovators the chance to meet, engage and exchange ideas for co-operation and collaboration, particularly in the fields of science and emerging technologies.

The STEAMhouse Incubator have a series of workshops in March 2022 which are free to attend which will help improve your productivity!

The Secret to Improving your Productivity



Academics at Birmingham City Business School have identified the **seven characteristics** that SMEs need in order to drive their business growth.

In this [blog](#), we reveal the characteristics that differentiate the most productive companies from those less so. Academics, Dr Deniz E Yoruk and Professor Mark Gilman, in the Business School's Centre for Enterprise, Innovation and Growth (CEIG) have been investigating the growth and development opportunities for SMEs for some time.

Here, they share their findings and uncover some of the barriers to their growth and performance.

Their report highlights **seven key characteristics** that are particularly important for regional SME leaders in steering their business to greater success.

For example, **aspiring to grow isn't the same as planning for it**. You most likely have aspirations to grow, but do you have a business plan? It is recognised that those companies that have a robust plan are more successful; this is just one way to make a difference to your business growth.

Sometimes, it's about knowing when to seek expertise from others, so **don't rely solely on your own abilities**. A key strength is to acknowledge areas that don't come easily to you and to ask for

specialist support. Trying to do everything yourself is often not effective or efficient use of your time and better results could be gained from working with others and forms a key element of your strategic management process.

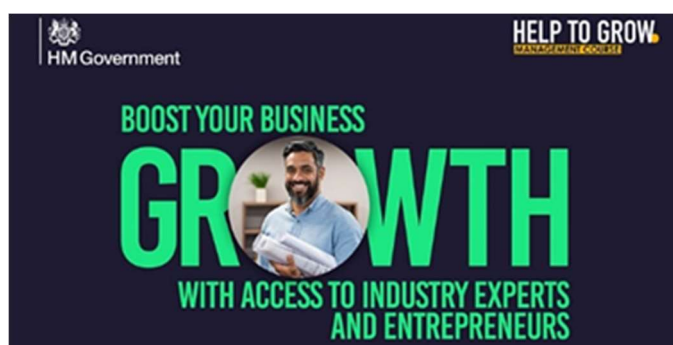
Read our blog to find out how these and other characteristics can improve your productivity and ultimately your business growth.

Could your business benefit from improved productivity?

Would you like to gain a greater insight into your own business? The Centre has a diagnostic survey that provides this insight. [Complete the 20-30 minutes survey here.](#)

We offer a personalised report and our business adviser can talk through a review of your business, highlight obstacles to growth, and identify areas to improve your business performance.

Don't Miss Out! Take Your Business To The Next Level With Birmingham City Business School



We have a few spaces remaining for Cohort 4 of this programme starting on 29 March 2022.

Register here for Cohort 4: [Birmingham City WM Cohort 4 - Small Business Charter](#)

Help to Grow Management is a national, government-backed programme offered at **Birmingham City Business School**, which supports senior managers and leaders 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 that 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.

Andy explains how the Help to Grow Management programme can help today's leaders. While they may have expertise in one key field, it's highly unlikely they'll be an expert in finance, HR or marketing as well – key areas that determine the success of a business. That's why external support is vital, as it puts the business in the best position to be competitive.

Click here for Andy's blog,

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

Birmingham City University will be exhibiting at Venture Fest: Connecting investors, innovators and entrepreneurs in the West Midlands



Being supported locally by business, universities, science parks and business support organisations Venture Fest WM provides entrepreneurs, investors and innovators the chance to meet, engage and exchange ideas for co-operation and collaboration, particularly in the fields of science and emerging technologies.

[Venture Fest WM 2022 Tickets, Thu 24 Mar 2022 at 09:00 | Eventbrite](#)

Date and time Thu, 24 March 2022 09:00 – 17:00 GMT

Location

The Eastside Rooms
Woodcock Street
Birmingham
B7 4BL



Check out the March events at STEAMhouse Incubator – all events are free to attend and open to everyone. Here's just a flavour of what's on:

- **GBSLEP Growth Drop-In Clinics**
The Growth Hub offers impartial, no-cost advice, guidance and funding for businesses and entrepreneurs across the Greater Birmingham area. Book your one-to-one support.

- **STEAMhouse Social Media Workshops**

Join David Glenwright for some online workshops to develop your social media skills, including reaching new audiences, Instagram and LinkedIn.

- **The Price is Right**

Setting prices is a complicated process but, understanding the basic principles will enable you to win work at the 'right price'. Get some quick tips and pricing strategies that will enable you to build 'price confidence' when quoting for work.

Look out for the Export Academy Workshop in April!

[Click here](#) to find out more about how STEAMhouse Incubator can support your business journey. You can also contact STEAMhouse@bcu.ac.uk for more information.

If you would like any further information on any of the items contained in this newsletter, or on how we may be able to assist you and your business, then please contact us at bcbsbusiness.services@bcu.ac.uk or visit our website.