



Welcome to the May edition of the BCU Business School Newsletter!

Over recent months, certain events have challenged the economy and created turbulent conditions in the marketplace. Some industries have suffered more than others, but there are strategies that most businesses can adopt to help them survive and thrive.

Businesses that are aware of what's going on in their market sector, and that can find a way to adapt and stay relevant for their customers, are in a far stronger position to take their business forward.

Business leaders need to adopt a new approach to marketing far more focused on action, yet still centred around a framework built on **goals, objectives, strategic initiatives, and tactics.**

With these fast-moving times, today's marketing strategy needs to **have greater focus, be easy to update, respond to changing conditions, and resonate with its audiences.**

Great insights into your customers' behaviour provide the information you need to create a clear plan that **reflects your audience and their changing demands.** **Empathise with your customers, tailor your messages to show how you are still relevant for them, and why they should choose you. Build and nurture relationships, and, if in doubt, ask them.**

Once you have reviewed these insights and gathered this information, you will be in a much stronger position to plan for the future, make informed decisions, and set your business on the route for success.

Help To Grow: Management



Your management skills are vital to guiding your business through any obstacles and turbulence.

Join 30,000 senior leaders taking part in a practical management training programme delivered by **Birmingham City University** and other world-class business schools, accredited by the Small Business Charter.

Help to Grow: Management will support senior managers of small and medium-sized businesses to **boost their business's performance, resilience, and long-term growth.**

The **12-week programme is 90% funded by the Government** and has been designed to allow participants to complete it alongside full-time work.

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

Express Your Interest Here

Is Our Snapshot of your Business your Key to Success for the Future?



Business Growth Diagnostic

We can work with you to develop your new approach to marketing. Starting with our diagnostic, **we can identify where your business is right now, and use this valuable insight to help you plan for greater success in the future.**

Based on our snapshot of your business, we can help to identify areas for growth, develop techniques to **improve your decision-making and help to create a marketing strategy for more sustainable business performance.**

By starting with your vision, purpose and values, we help you to create a **framework built on goals, objectives, strategic initiatives, and tactics, that is far more focused on action, informs your marketing messages, and empowers you to make the right decisions that drive your business forward.**

Our approach has helped **Ann Skidmore**, a leading business coach, trainer and

facilitator, with a passion to empower people to become effective and successful leaders, who said of the programme:

“It was thought-provoking and helpful. I realised I needed a purpose, vision and strategy. I was loving the conversations and the inspirational aspects that come out of it. I love my business even more now.”

Promoting Sustainable Performance is the key to unlocking your business growth.

Contact [Vivien](#) today to book your diagnostic review and strategy development with our business advisor.

Find Out More

Learn How To Think More Strategically

When it comes to creating an **effective marketing strategy and thinking more strategically as a leader**, the Enterprise for Success workshops cover a whole host of **important skills and techniques to embrace when growing a successful business.**

Enterprise for Success Workshops

Tuesdays: 1 – 22 June 2021

10.00am – 1.00pm



Our popular workshop in February was well-received by recent participants. Here's what **Lorraine Duffy, brand owner of Getting Dirty® Activewear for Action Sport Communities**, said:

"Incredibly well-delivered, and I appreciated the friendly tone. Both lecturers had very successful corporate business experience, which added to this course's impact. They have been there and done it; they know what works and what does not. Invaluable advice."

Our **4-week online programme** is aimed at encouraging new business start-ups and helps new businesses to grow and thrive. It comprises **four sessions, which work together to complete a strategic approach to leadership and marketing, to help you to achieve your business goals.**

Over the course of the programme, from analysing your purpose, vision and values, we will support you with a structured review of your overall business performance, followed by free advice and assistance. Led by our business specialists, the workshop programme offers you hands-on advice and guidance, practical tools and techniques to take away, and includes ways to develop and improve your business by looking at specific key areas, including:

- Analysing Your Barriers to Growth
- Developing Your Leadership Skills
- Defining the Value of Your Business

Participants need to attend all four sessions, in order to gain the most benefit from the programme, along with learning new skills and techniques, essential to creating a comprehensive business strategy:

Leadership Strategy.

1 June – Workshop 1: Analysing your Growth Journey; Purpose, Vision and Values

8 June – Workshop 2: Learn how to Think More Strategically

Marketing Strategy.

15 June – Workshop 3: Understand and Develop your Value Proposition

22 June – Workshop 4: Elements of an Effective Marketing Campaign

[Register Your Place Here](#)

Business Advice Centre - Can we assist your business in turbulent

times through our Student Live Projects?



Birmingham City University can assist you and your business through our Live Student Projects, where our undergraduate and postgraduate students get the opportunity to **put theory into practice by working on a real-life business challenge provided by businesses like yours.**

We will work with you in scoping the project around **marketing, accounting, finance, economics and other industry sectors to provide a business solution or growth opportunities.** A fresh set of eyes on an obstacle in your business can give you the insight to solve it.

*"It was an absolute pleasure to work with the students at BCU. They helped my business with two pivotal projects on leadership and marketing. The students were **terrific, hardworking and conscientious. They provided some excellent advice and recommendations** and also really brightened up my day whenever I talked to them."*

JLEC Ltd

Your business could benefit by:

- An in-depth analysis of commercial insights that help support your business goals.
- Free, no-cost support around high-quality research, data analysis and resolving outcomes carried out by motivated, young professionals supported by sector- experienced academics.
- Practice-based methodologies used to facilitate strategic aims and encourage increased revenue and growth.

"The BAC project is the first time the Company has engaged in this kind of collaborative venture outside Zimbabwe. The Directors of the company felt that the

*project with Birmingham City University Business School **represented an excellent opportunity not only to support student learning but also to develop a relationship with an institution with international reach.***

*We feel that all key objectives have been achieved and we would like to pass on our compliments and thanks to the students for the **hard work and diligence** which they have applied to the preparation of their excellent reports.”*

Managing Director - Copperwares Pvt Ltd. Zimbabwe

If you would like further information about our Student live Projects then please just email: BAC@bcu.ac.uk

Or visit:

<https://www.bcu.ac.uk/business-school/business-advice-centre/business-advice-centre-businesses>



Would you like to play a role in supporting students on their academic and professional journey?

Could you share **your experience** and **provide employability and personal development guidance**?

The Professional Mentoring programme is a university-wide programme aimed at helping our students to **develop their employability skills whilst also building confidence and raising aspirations**. Your support would be invaluable to our students and their career decisions!

- Rewarding experience supporting students on their journey
- Develop your mentoring skills
- Raise your business profile working with BCU
- Spot future talent for your organisation

- Promote Corporate Social Responsibility within your organisation
- Certificate upon completion
- Entry into BCU Mentor Awards!

For more information please contact

mentoring@bcu.ac.uk or phone 0121 331 6503

The aim of the programme is to help students **explore their career options, develop their employability skills, increase their aspirations and give them the confidence to build a network whilst preparing for the professional working environment.** We run a series of 10-week programmes and as a mentor, you would meet with your mentee for a **minimum of 5 hours over the 10 weeks, flexible to fit around your work and other commitments.**

All sessions will be held over video call for the foreseeable but you will also get access to our mentoring platform, MentorNet, which acts as a communication hub and resources bank throughout the programme. A 15-minute training and guidelines video is also made available to both mentor and mentee to ensure everyone knows how to use MentorNet effectively and to confirm boundaries i.e. conversation topics, expectations etc.

Demand from students and recent graduates for a mentor is now higher than ever and we need your help! If you would like to find out more please contact Frankie Galati – mentoring@bcu.ac.uk and she will book a short call to answer any questions you may have and get you registered.

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](#).

This email was sent to <<Email Address>>

[why did I get this?](#) [unsubscribe from this list](#) [update subscription preferences](#)

Birmingham City University · The Curzon Building · 4 Cardigan Street · Birmingham, West Midlands B4 7BD · United Kingdom

