

Help to Grow Management Programme

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Summary of the programme

HELP TO GROW MANAGEMENT

- **Help to Grow: Management** – an executive development programme to support SMEs to boost their business performance and growth potential. Small business leaders will develop their strategic skills to increase their business's long-term productivity, resilience and capacity to innovate.
- Delivery to 30,000 SMEs across the UK over 3 years



Hybrid virtual/in person programme - 50 hours over 12 weeks. Designed to be manageable alongside full time work.



Curriculum designed with support from industry, using real world case studies from British businesses.



Participants will receive 10 hours of 1:1 support from a mentor to develop a business growth plan. Programme includes 8 hours of peer-to-peer learning, as well as access to an alumni network.



90% funded by government – participants charged £750



Businesses with 5-249 employee, that have been operating for 1+ years are eligible. Participants should be a member of the senior management team and have at least one direct report



Delivered by a consortium of the UK's leading business schools accredited by the Small Business Charter (SBC).

Module Structure and Themes



Modules

Part 1 –Strategies for Growth and Innovation		
Module 1 Strategy and Innovation	Module 2 Digital Adoption	Module 3 Internationalisation Case Study

Part 2 –Engaging with Customers		
Module 4 Vision, Mission and Values	Module 5 Developing a Marketing Strategy	Module 6 Building a Brand Case Study

Part 3 –Building a Sustainable and Agile Business		
Module 7 Organisational Design	Module 8 Employee Engagement and Leading Change	Module 9 High Performance Workplace Case Study

Part 4 – Operations and Financial Strategies		
Module 10 Efficient Operations	Module 11 Finance and Financial Management	Module 12 Implementing Growth Plans Case Study

Cross-Cutting Themes

Equality, Diversity, Inclusion	← Developing a culture of innovation that is inclusive and embraces diversity, leading to better ideas and problem-solving.	Productivity	← Exploring the links between productivity and innovation, knowledge absorption, digitisation, internationalisation.	Responsible Business	← Using sustainability drivers for identifying opportunities and to inspire innovation and problem solving.
	← Understanding customer needs and building relationships with a diverse range of customers appropriately and sensitively.		← Effectively communicating the vision and mission both internally and externally and using the company's values to underpin decision-making.		← Putting societal and environmental concerns at the heart of the business's mission and values and reflecting this in the brand.
	← Making everyone feel valued in the workplace, tackling unconscious bias, ensuring inclusive management practices, respect and tolerance.		← Developing employee skills and engagement, leadership and management attributes and practices to achieve a high performance workplace.		← Prioritising employee wellbeing and building the resilience and wellbeing of leaders.
	← Building a competitive edge by tapping into the power of a diverse workforce with fair and inclusive practices across all business activities.		← Understanding value added and value flow, creating a culture of continuous improvement. Using financial data for decision making.		← Reflecting on the UN's SDGs in strategic decision-making. Identifying carbon reduction strategies relevant for the firm.

How to secure a place



Start dates: September 2nd, September 30th or
October 28th 2021

Questions?

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