

HELP TO GROW

MANAGEMENT COURSE

There has never been a better time to prioritise the development and growth of your business



“When I signed up for the Help to Grow programme in 2021, I had no immediate expectations of what might come from taking part. It has been an incredible journey, which for me has resulted in a make-over of my strategic thinking and aims, a refresher and a genuine eye-opener on latest research and thinking. Whilst the programme is intense – to get the most out of it you need to commit fully – I have thoroughly enjoyed my time, and it has galvanised my appetite for change in my own business, even after 25 years. Now, together with the mentor assigned through the programme, EMPOWER is on a rapid growth trajectory with renewed confidence and significant structural change. The icing on the cake has been the dedicated support and commitment from the team at Cardiff Business School.”

Ruth Partington, CEO, EMPOWER



WHAT IS HELP TO GROW: MANAGEMENT?

Delivered by industry experts at Cardiff Business School, Cardiff University this 12-week programme is 90% funded by UK Government.

It is designed to be practicable and workable alongside the day to day running of your business. The aim is to support senior managers of small and medium sized businesses to boost their business's performance, resilience, and long-term growth.



Why join the Help to Grow: Management course?

This growth accelerator programme is not just for leaders of business start-ups, but well suited for leaders of long-established businesses.

The pandemic has presented an opportunity for all business leaders to step back from the day-to-day operations and think strategically about how market and service or product diversity can take your business to the next level.

Duration

12-weeks plus an onboarding session

Location

Online and face-to-face sessions at Cardiff Business School, Cardiff University

Cost

£750 as the programme is 90% funded by the UK Government (less than £65 per week)

Eligibility

To join the Help to Grow: Management course and be eligible for subsidised funding, your business must:

- employ between 5 and 249 people
- be a Small or Medium sized Enterprise (SME) based in the United Kingdom
- have been operational for at least one year
- not be a charity.

If your business employs between 10 and 249 people, you can send up to two participants on the course.

To join the Help to Grow: Management course, the applicant must:

- be a senior decision maker, such as Chief Executive, Finance Director, Operations Director, etc
- commit to completing all sessions.

PROGRAMME STRUCTURE

The 12-week programme is delivered by industry experts at Cardiff Business School. It is built around a practical curriculum which features:

- eight facilitated online 2-hour sessions
- four face-to-face sessions which are practical and interactive case study workshops
- peer support
- one-to-one business mentoring. A carefully selected mentor will provide you with personalised support for you to develop a tailored, sustainable growth plan to lead your business to its full potential
- peer networking which includes regular confidential peer group calls. These facilitated sessions provide an opportunity to share experiences with a small group of other small business leaders
- access to the Help to Grow: Management Alumni Programme featuring events with inspirational speakers, business clinics and networking events.

The programme will cover key areas of leadership including:

- strategy and innovation
- digital adoption
- internationalisation and winning new markets
- vision, mission and values
- developing a marketing strategy
- building a brand
- organisational design
- employee engagement and leading change
- high performance workplace
- efficient operations
- finance and financial management



"I can't start to explain how beneficial and important I found the mentoring aspect of the H2GM course. It's a real testament to Jane and her team for pairing me up with such a suitable mentor. He really helped to put into context as well as real practice the key elements of each weekly module and how we could effectively implement ideas to the benefit of Dudley's. I sincerely can't thank or praise him enough for his help, guidance, and assistance to make my H2GM experience as beneficial as possible. For me the course would not be what it was if it had not been for his mentorship".

**Stephen Muir,
Commercial Director,
Dudley's Aluminium**

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The Help to Grow: Management course is being delivered by business schools across the UK which are accredited with the Small Business Charter. The programme is heavily subsidised by UK Government, the Department for Business, Energy and Industrial Strategy (BEIS).

This programme is just one of many that is offered by our Executive Education team.

After the programme

Completing the Help to Grow: Management course at Cardiff Business School is the beginning of a lifelong relationship with the business school and access to an array of opportunities including placement students, summer projects and Knowledge Transfer Partnerships. We manage our growing alumni Help to Grow community through an exclusive group on LinkedIn.

About Cardiff Business School

Cardiff Business School is the world's first business school to put public value at the heart of its operation. It is an AACSB and AMBA-accredited business school with a clear mission: to make a positive impact in the communities of Wales and the world.

➤ To understand how we can support you, and for more information, please contact Dr. Jane Lynch, Programme Director: Help2Grow@cardiff.ac.uk

🐦 #HelpToGrow @CardiffBusiness



"The Help To Grow: Management course introduces new models, concepts and tools to understand why your existing customers buy from you, and perhaps why other potential customers currently don't. By appreciating the customer's perspective, we have been able to better focus business development and confidently invest in targeting the most lucrative customer segments, where we truly understand our competition and know that we can win."

Gareth Williams,
Marketing Director,
IP Performance Ltd



Cardiff Business School
Ysgol Busnes Caerdydd



SMALL
BUSINESS
CHARTER

SIARTER
BUSNESAU
BACH



Department for
Business, Energy
& Industrial Strategy