

BUSINESS GROWTH PROGRAM

Invest in you and your business in 2021



**BUSINESS
FOUNDATIONS**

What is the Business Growth Program?

The Business Growth Program is designed to build knowledge, skills, attitudes and confidence in business owners that will enable them to scale up and grow their business. The structure of the program enables business owners to take what they learn and apply it when they are back in their businesses. Learning in the workshops is reinforced by one-on-one mentoring and ongoing support from Business Foundations. Throughout the program, the participants work with other businesses to explore ideas, test strategies and accelerate their progress in a unique and supportive learning environment.

The Business Growth Program incorporated three modules:

MODULE 1. FOUNDATIONS FOR GROWTH

MODULE 2. BRANDING, MARKETING AND BUSINESS DEVELOPMENT

MODULE 3. PEOPLE MANAGEMENT AND LEADERSHIP

Each module includes three full day workshops and three hours of one-on-one mentoring with a professional business consultant.

The program has been designed so that each module builds on the content of the previous module. To obtain the most from the program we recommend that the modules are completed in order.

HOW THE BUSINESS GROWTH PROGRAM IS DIFFERENT TO OTHER PROGRAMS

Our Approach - based on applied learning, the program focuses on the day to day problem solving needs of a business. Workshops are delivered in straight forward and easy to understand language, that is accessible for all learning levels and styles.

Peer-to-Peer Learning - participants gain confidence in their own business capabilities by learning how other business owners solve problems and deal with challenges.

Mentoring - ongoing support is provided so what participants learn in the workshops can be easily implement into their business to achieve long term success

Time Out - the program offers participant the chance to step out of their business, turn off their phones and spend time focusing on what they need to do to grow their business.

Business Confidence - completing the program gives business owners a true feeling of assurance and confidence to know that the decisions they are making for their business are the right ones. They are empowered with the knowledge that will steer their business towards growth and sustainability now and into the future

Module 1. FOUNDATIONS FOR GROWTH

The success and growth of any business starts with a strong strategic plan and sound understanding of the organisations finances. You also need to identify the information you need to make informed decision and monitor your success. This first module provides you with the foundations on which to build your growth strategy and realise your business goals.

Workshop 1. Business Strategy

Workshop 2. Finance Basics

Workshop 3. Financing Growth & Business Intelligence

Mentoring Three hours with a professional business consultant

Module 2. BRANDING, MARKETING & BUSINESS DEVELOPMENT

Knowing who your ideal customer is and the personality of your brand are the pillars for any successful sales and marketing strategy. Once you have identified these you can then develop effective and targets sales and marketing activities that will deliver results. These workshops will take you through the process of how to build a strong brand, market your business and drive sales.

Workshop 1. Brand Strategy and Business Personality

Workshop 2. Business Development & Sales Strategy

Workshop 3. Marketing & Research

Mentoring Three hours with a professional business consultant

Module 3. PEOPLE MANAGEMENT & LEADERSHIP

People are the key to the success of any business so attracting, hiring, and developing an effective and loyal team are essential to achieving your plans for growth. But you can't have a great team without a strong and respected leader so this module will also provide you will techniques and advise on how to be a great boss.

Workshop 1. Employing the Right People for your Business

Workshop 2. Managing People for Success & Tools for Personal Growth

Workshop 3. Strategies for Successful Leadership

Mentoring Three hours with a professional business consultant

“The program has saved me months and months of working in the wrong direction!”

Andy Freeman, Sneakers & Jeans

Who are Business Foundations?

We are WA's largest and most trusted advisors and trainers for small to medium businesses. As a not-for-profit, our sole focus is helping businesses start, improve and grow their enterprises. We can help with:

Starting Your Own Business: We offer free accredited small business training, mentoring and support.

Growing Your Existing Business: A proven, intensive program designed to accelerate business growth.

Business Advice: Our experienced Business Advisors will assist you in growing and improving your business. First hour is free of charge.

Workshops and Events: Our workshops will sharpen your business skills and grow your network.

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