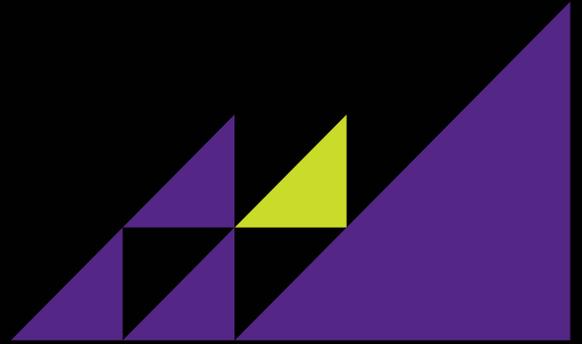


## Business Development



Business growth needs a vision – an ability to see where you want to be and how you're going to get there. Achieving this vision could involve anything from developing a more effective sales and marketing strategy to improving your operational performance.

GrowthAccelerator will help you take a step back to see the bigger picture and develop a focused growth strategy which will drive the performance of your business.

Looking to bring scale to your business? Need to find and win new customers?

You'll work with Business Development if you and your Growth Manager agree the performance of your business will benefit from a fresh look at where opportunities exist, what plans are in place to exploit them and whether the right team is in place to deliver.

Through coaching supported by workshops, you'll identify areas of your business needing the greatest support and address and avoid the issues creating barriers to further growth.

Your coaching sessions will be led by your Growth Coach, who will introduce you to interactive business tools that you can use to develop a clear vision of where you want your business to be in three years. Together, you'll also create a breakthrough plan for the next 12 months which focuses on the vital things you need to do to achieve your vision and accelerate the high growth journey of your business.

The cost of your coaching sessions and your workshops will be covered by your one-off investment in GrowthAccelerator.

### How will my business benefit?

- Using interactive tools, you will assess the current direction of your business versus its future vision and work to a bespoke high growth plan.
- You'll be able to lead your team with a clear vision, plan and structure, and empower everyone to make planned growth happen.
- Learn company-wide review and improvement processes to refresh your approach to people management and financial control.
- You'll have access of up to £2,000 match funding for senior managers to undertake leadership and management training to help motivate your team in the drive for higher growth.

### How will the workshops help me?

- You'll gain confidence that your business model is fit to drive your growth plan.
- By learning how to motivate your team you'll achieve more with the same people.
- You'll develop a clear method for driving change across the business and keeping staff productively engaged during the change process.

## What choice of workshops will be available to me?

Business Development includes attendance at a series of six half-day workshops based on your identified business needs, which are all designed around critical 'growth' areas.

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*Strategy: Plan to win*

This will help you understand how your company can overcome barriers to growth.

This workshop will include: scalability within high growth businesses; generating new high growth business models.

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*Effective sales and marketing: How to find, win and grow profitable customers*

You'll develop an understanding of how to develop better relationships with current and potential customers to drive new business.

This workshop will include: finding customers; winning customers; growing your customer base.

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*Leadership: Empowering your team to deliver high growth success*

You will learn to recognise and embrace leadership behaviours that will deliver your high growth strategy.

This workshop will include: sharing information; declaring boundaries; selecting the optimum leadership style.

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*Change Management: Navigating your high growth journey*

You'll receive help if your business needs to evolve in order to deliver its growth strategy.

This workshop will include: creating new demand in uncontested markets; engaging all staff; empowering all staff.

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*Achieving more for less: Working on the business not in the business*

You'll learn how to introduce scalable processes to improve business effectiveness, efficiency and flexibility.

This workshop will include: key operational processes; mapping processes; optimising processes.

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*High growth teams: How to convert your workforce into a dream team*

You will find out how to create winning businesses by hiring, coaching and keeping the best people.

This workshop will include: assessing talent; coaching people to improve and develop.

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**GrowthAccelerator –  
where driven  
businesses go to  
realise their ambitions.**

To find out more about joining us,  
visit [www.growthaccelerator.com](http://www.growthaccelerator.com)

You can also call our helpline:  
0844 463 2995 (Mon-Fri, 9am-5pm)

Or get in touch by email:  
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