

www.growthaccelerator.com

GrowthAccelerator

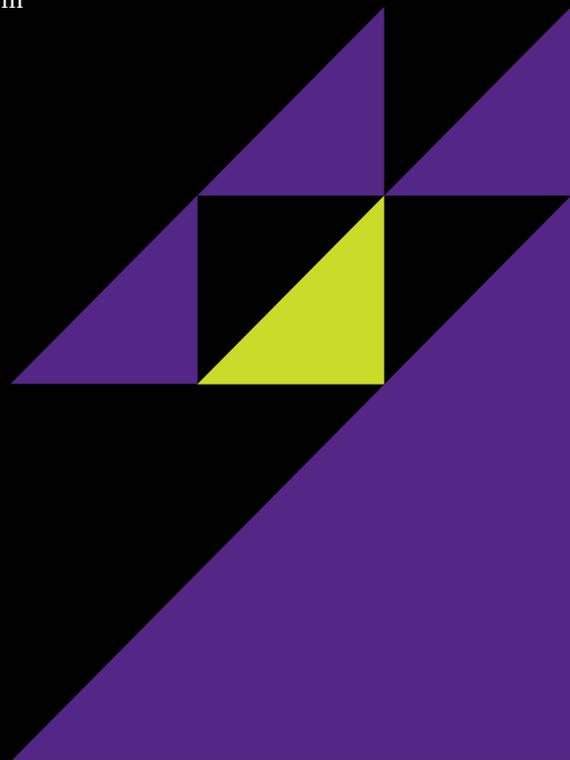
GrowthAccelerator – where driven businesses go to realise their ambitions.

To find out more about joining us, visit www.growthaccelerator.com

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

Or get in touch by email: enquiries@growthaccelerator.com

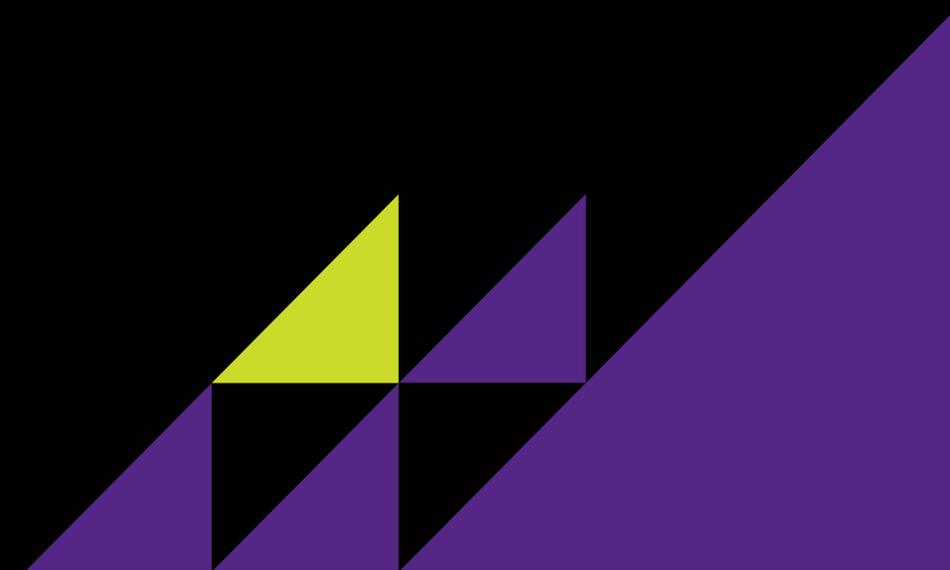
 GrowthAccel



we mean business 

Where ambitious businesses go to grow

How the service works



Every business joining GrowthAccelerator will take a different route to growth, but these key stages of the process will give you an overview of what to expect when you become part of the GrowthAccelerator community.



Your initial self-check:

Are you determined to further grow your business?

Can you and your senior management team commit the time you'll need?

Does your business meet the criteria for GrowthAccelerator? It must be registered in the UK and based in England, employ fewer than 250 people and turn over less than £40 million.



Is the service right for me?

Together with one of our Growth Managers, you will explore your ambition and capacity to further grow and also consider potential opportunities for your business.

GrowthAccelerator exclusively targets high growth – fast, ambitious, sustained and achievable growth for businesses wanting to enter their next growth phase and who have the potential and are determination to get there. If that's not where you are, then GrowthAccelerator isn't right for you.



Going deeper – exploring the detail

When you and your Growth Manager have agreed your business can benefit from GrowthAccelerator, your Growth Manager will take you and your senior team through GROWTHmapper™ – our specialist interactive assessment tool that will help give new insights into the barriers holding your business back from further growth and the challenges you face.

Your Growth Manager will then meet with you in your business to discuss your team's GROWTHmapper™ results and explore your ambitions, opportunities and capacity for further growth in more detail. Your Growth Manager will then use this discussion to start building a tailored plan of further growth for your business, which we call a 'scope of support'.



Identifying your priorities for growth

Your scope of support will be completely bespoke to meet the individual needs of your business. It will concentrate on the area that you and your Growth Manager expect to be most influential on your drive for greater growth. Your scope of support will focus on one of three areas: Access to Finance, Business Development or Growth through Innovation.

No matter what your business focus, we will also work with you to develop the leadership and management skills of your team and ensure your business has the best possible chance of reaching its full potential. You will have exclusive access to up to £2,000 match funding for every senior manager for leadership and management training of your choice.



Meeting your Growth Coach and getting started

Once your scope of support has been agreed, your Growth Manager, in collaboration with you, will select and appoint your Growth Coach – a proven growth specialist with the relevant experience, skills and the right personality, to work with you to help you meet your company's goals.

You'll then sign your scope of support, pay your fee for joining GrowthAccelerator – and you're ready to begin.



Beginning your drive for rapid growth

Your activity will include both one-to-one coaching sessions (or one-to-many if your team are involved) with your Growth Coach and masterclasses or workshops from the area specified in your scope of support (i.e. Access to Finance, Growth through Innovation or Business Development).

Your Growth Coach will work closely with your business on implementing your scope of support. When your coaching ends you'll continue to be part of the GrowthAccelerator community and your Growth Manager will continue to keep in contact, ready to give additional support.

To measure how effective your growth and coaching support has been, your Growth Manager will keep in touch to check on your progress and keep you informed of new opportunities and developments.