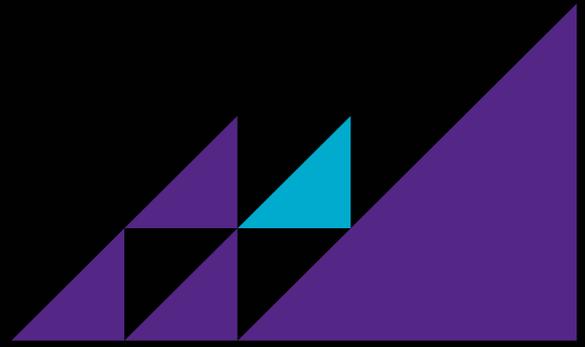


Growth through Innovation



Keeping your business fresh and attractive to your marketplace means investing in innovation – it's vital to growth. This might be through developing new products and services, streamlining processes or branching into new markets.

GrowthAccelerator is where you'll find the inspiration to innovate, breaking through your barriers to achieve growth and leap ahead of the competition.

Want to differentiate from the competition? Need to protect your IP?

You'll work with Growth through Innovation if you and your Growth Manager agree that innovation is key to addressing your barriers and business issues, and will allow you to enter your next phase of business growth.

Through coaching supported by masterclasses, you'll begin to identify and prioritise what your business must focus on to get further ahead.

Your coaching sessions will be led by your Growth Coach, an innovation expert who will be matched with your business needs by your Growth Manager. They will work creatively with you to help embed a more innovative and entrepreneurial culture across your business, supporting you to identify opportunities, stimulate and evaluate ideas and to create new, improved products and services to secure your competitive edge.

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

How will my business benefit?

- New innovation and creativity tools and methodologies will help you find fresh solutions to issues that are already a problem in your business.
- Your business will develop a more innovative culture – unlocking creativity and encouraging new and differentiated ideas for products and services.
- You'll receive support with commercialising new products, services and business models, developing an innovation strategy and generating profitable IP.
- You will find out more about funding opportunities available to your business to support innovation projects.
- You'll have access of up to £2,000 match funding for senior managers to undertake leadership and management training to help unite your business in its drive towards higher growth.

How will the masterclasses help me?

- You'll learn how to use practical tools and techniques to inject creativity.
- You'll understand how to convert ideas into business value.
- You'll gain knowledge to help you to get more out of your sessions with your Growth Coach.
- Through peer-to-peer learning you'll benefit from sharing the ideas and experiences of other delegates.
- By helping spread innovative thinking across your business you'll spark creativity in key members of your team.

What choice of masterclasses will be available to me?

There are seven full-day masterclasses. You or your colleagues will be able to attend up to three masterclasses to complement your coaching.

How to generate new ideas

You'll receive expert guidance on unlocking creative capability.

Course content will include: introduction to creative thinking and problem solving techniques; when to apply them and practical tips on how to do it.

Creating competitive products and services

You will gain a better understanding of the strengths and weaknesses of your products and services.

Course content will include: differentiating your offering; ways to create value; where to innovate.

Understanding unmet customer needs

This masterclass will be helpful if you need to improve your understanding of exactly what customers or potential customers need.

Course content will include: generating meaningful customer insight; identifying meaningful, relevant ideas; how to mitigate risks.

Collaboration and partnering for innovation

You'll be shown when and how to collaborate to create value.

Course content will include: identifying opportunities for collaboration; building consortia to reduce the risk of innovation; creating strong strategic alliances; learning how to manage risk and opportunity in collaborations.

Developing an innovative organisation

If you need to instigate a more innovative culture in your business you'll find out how to do it in this masterclass.

Course content will include: the impact of a positive organisational culture; measuring your current and preferred organisational culture; understanding the role of leadership in cultural change.

Understanding, protecting and exploiting my IP

This will help you to understand how to protect and capture value from your business's intellectual property.

Course content will include: understanding the types of IP within your organisation; methods for protecting and managing IP; developing a strategy to monetise IP.

Finding and winning grants for innovation

You will learn how to identify the right sources of R&D grant funding for innovation projects.

Course content will include: types of grant funding available for innovation; the funder's perspective; key elements of a successful bid.

**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

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