

# HELP TO GROW.

MANAGEMENT COURSE

**INNOVATE AND GROW  
YOUR BUSINESS, FAST.**



**UNIVERSITY OF LEEDS**

**Leeds University Business School**

# WHAT IS HELP TO GROW?

The government-backed **Help To Grow: Management course** is delivered by Leeds University Business School and is designed to help you grow your business, fast.

Designed to be undertaken alongside full-time work, the time commitment is 50 hours over 12 weeks. It uses a combination of online and face-to-face sessions alongside case study workshops that give you the opportunity to apply the concepts to real-life situations.

By the end of the course, you will have developed a tailored Growth Action Plan to help you lead and develop your business to its full potential. You'll be supported through the programme by your own mentor, as well as having the opportunity to learn from peers and network with businesses just like yours.



# WHO IS IT FOR?

The **Help to Grow: Management course** is for business owners, leaders, or senior managers from all business sectors. To be eligible, you and your business must meet the following criteria:

## Your business must:

- Be a small or medium-sized enterprise (SME) based in the United Kingdom
- Employ between 5 and 249 people
- Have been operational for at least one year
- Not be a charity.

## You must:

- Be a chief executive, owner/founder, or member of the senior management team
- Have at least one direct report
- Commit to completing all sessions.

If your business employs 10 to 249 employees, you are now able to send up to two participants on the course, providing they both meet all other eligibility criteria, as set out above.

# HOW MUCH DOES IT COST?

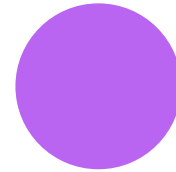
The course is **90%** funded by the government, and with a one-off fee of only **£750** upfront Help to Grow: Management is a small investment that can play a big part in securing the future of your business.

## BENEFITS AT A GLANCE

- Create a **bespoke growth plan** for your business
- Get **1:1 support** from a mentor
- Learn from **peers** and **network** with other businesses
- **50 hours of training**
- **90% government funded**



# EXECUTIVE EDUCATION AT LEEDS UNIVERSITY BUSINESS SCHOOL



Leeds University Business School is a faculty of the University of Leeds, one of the leading higher education institutions in the UK, ranked in the top 100 universities in the world (QS rankings 2023) and a member of the prestigious Russell Group of research-intensive UK universities. We are one of a small number of schools worldwide to be triple accredited by AACSB, AMBA and EQUIS.

Our Executive Education team provides a wide range of transformational learning experiences for industry professionals. We can customise courses to suit your needs and provide opportunities to network with like-minded professionals. As a research-intensive institution, these executive and professional programmes are informed and driven by leading academics across the full spectrum of business disciplines.



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## PROGRAMME OVERVIEW

The Help to Grow: Management course covers financial management, strategies for growth and innovation, digital adoption and responsible business practices. It features inspirational business leaders and the opportunity to learn alongside peers, with access to a national alumni network.



### Strategies for Growth & Innovation

#### Sessions 1-3

In the first part of the programme, you will look at what your business does and how you would like it to develop in the future. Consider your strengths and core capabilities as a business, your opportunities, and your current and potential markets. How can innovation, digital adoption and new market penetration be key drivers of growth. Discover tools and techniques for developing strategy and adapting your business model to deliver future success.



## Engaging with Customers

### Sessions 4-6

Communicating your business in a way that is compelling and relevant is critical for building the right relationships with customers, strategic partners and internal audiences. This part of the course looks at what messages you convey about your business, through your brand, your aspirations, or simply the values your team display when dealing with customers and each other. You will work on a strategic approach to marketing for your business.



## Building a Sustainable Business

### Sessions 7-9

Building capacity in the business and having the right structures and management practices in place for promoting and supporting a productive high-performance workplace are key enablers for sustainable growth. In this part of the course, you will review your organisational structures, leadership approach and management practices and plan how you can adapt and develop to remain dynamic and competitive over time.

## Operations & Financial Strategies

### Sessions 10-12

The final part of the programme concentrates on what goes on in your business to create value, how you organise and fund business operations and how you monitor and measure performance, as well as moving towards putting everything together in the completion of your Growth Action Plan.

*This course is without a doubt, helping us be a better business. It's not just sitting in lectures, it's very active and tailored to your business. The course has helped me rediscover my focus and energy. It has been motivational in the most powerful of ways.*

**Caroline Wherritt, Founder and CEO at Re:Work**



*They work with you to tailor the advice and support for your own unique circumstances. We know our business better than anybody, but it's so important to take yourself out of the day to day running of your company and work with people who can bring new perspectives and advice to your situation.*

**Deborah Smith, Finance Director at Multitech Engineering (UK)**



# INTERESTED IN APPLYING?

**Help to Grow: Management course**, is run by Leeds University Business School. We run our Help To Grow programme regularly throughout the year. This gives you the opportunity to book on a course that best suits your busy schedule. For more information or to register your interest:

Visit [business.leeds.ac.uk/help-to-grow](https://business.leeds.ac.uk/help-to-grow)

Email [helptogrow@leeds.ac.uk](mailto:helptogrow@leeds.ac.uk)

The help you need to grow your business is closer than you think.



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