



1) **Diagnostic** of your business

2) **Development** sessions:

- Leadership
- Creativity
- The Innovative you
- Fit
- Sustainability
- Teams
- Sales
- Marketing
- Financial heaven

3) **Delivery:** continued mentoring and support



Change & Grow is available for all Tendring and Colchester residents.

 [www.colbea.co.uk/business-training/](http://www.colbea.co.uk/business-training/)

 [enquiries@colbea.co.uk](mailto:enquiries@colbea.co.uk)





# CHANGE & GROW PROGRAMME

## What is the Change & Grow Programme?

The Change & Grow programme consists of three elements: a Diagnostic of the current business, Development and identification of new skills, and Delivery of putting your newly acquired skills and learning into practice. It will ultimately prepare businesses for the long-term future and the changing world around us whilst promoting sustainable growth.

### Diagnostic & Mentoring Support

Each business will undergo a 'diagnostic session', which will focus on three core areas of Capacity, Connections, and Cash. After the diagnostic session, your advisor will recommend a minimum of three online workshops for you to attend.

### Development – Workshops / Webinars and Mentoring

Your advisor will recommend workshops, but you are able to choose from any of the following sessions:

- **Leadership – injecting you and your business with positivity**
- **Creativity – new approaches to problem-solving**
- **The Innovative you – don't fight the competition outthink them**
- **Fit – three steps towards growth**
- **Sustainability – keeping the world intact**
- **Teams – forming, growing and leading**
- **Sales – creating a process for success**
- **Marketing – right message, right place, right time**
- **Financial heaven – avoiding financial hell**

### Delivery

Follow-on sessions with your business mentor to help you continually develop your business.

### Who is it for?

This programme is for businesses of any size, at any stage, and in any sector, but would be more beneficial to existing businesses (i.e., those who have been trading for at least three months) or businesses looking to grow and diversify.



## **Workshop dates**

### **Leadership – injecting you and your business with positivity**

- Thursday 9<sup>th</sup> September, or
- Thursday 6<sup>th</sup> January

### **Creativity – new approaches to problem-solving**

- Thursday 16<sup>th</sup> September 10.00-13.00, or
- Wednesday 5<sup>th</sup> January 10.00-13.00

### **The Innovative you – don't fight the competition outthink them**

- Thursday 21<sup>st</sup> October, or
- Thursday 24<sup>th</sup> February

### **Fit – three steps towards growth**

- Thursday 7<sup>th</sup> October, or
- Thursday 9<sup>th</sup> December

### **Sustainability – keeping the world intact**

- Thursday 18<sup>th</sup> November, or
- Thursday 17<sup>th</sup> March

### **Teams – forming, growing and leading**

- Wednesday 15<sup>th</sup> December 10.00-13.00, or
- Wednesday 9<sup>th</sup> March 10.00-13.00

### **Sales – creating a process for success**

- Thursday 14<sup>th</sup> October 10.00-13.00, or
- Wednesday 8<sup>th</sup> December 10.00-13.00

### **Marketing – right message, right place, right time**

- Wednesday 8<sup>th</sup> September 10.00-13.00, or
- Wednesday 19<sup>th</sup> January 10.00-13.00

### **Financial heaven – avoiding financial hell**

- Thursday 27<sup>th</sup> January, or
- Thursday 31<sup>st</sup> March



## Meet the Facilitators



Creative Quills is a strategic marketing agency that delivers training and campaigns to achieve your business goals. We combine clear, insightful messaging with that little spark of creativity which inspires people to act. Our marketing and content writing training workshops will give you the tools to better promote your organisation and reach a more engaged audience.

### Tom Broome – Creative Quills



Managing Director **Tom Broome** uses his business insight and flair to get to the heart of his clients' needs.

### Marieke Sjerps – Creative Quills



Strategic Director **Dr Marieke Sjerps** uses her academic experience to deliver hands-on training that can be applied right away.

### James Cracknell – The Weave



**James Cracknell** has been supporting the micro-business community of Essex and Suffolk since 2013. James has an extensive network, including close working relationships with The University of Essex and is a well-versed practitioner in delivering and facilitating workshops.



## Diagnostic & Mentoring Support

Each business will undergo a 'diagnostic session' conducted in the context of business in a post-COVID-19 world. Each diagnostic focuses on three areas and from a perspective of 'what is' the current state of the business.

1. **Capacity** – focuses on how the business is currently operating, the value proposition as it is today, the existing client base, their needs, and the benefits that the business is delivering. We focus on the current resources the business has and how these are being repurposed and developed to facilitate current delivery.
2. **Connections** – here we are looking at the current stakeholder management, who the primary partners are and how the business is using these to maximise its offer and increase the reach. We are evaluating the standing of the business within the industry sector and how the business is being perceived by customers, suppliers, and its peers.
3. **Cash** – here we are looking at three key areas, the cash conversion cycle, building new pricing models including breakeven analysis. Finally, to explore sources of cash either by being prepared for debt, ready for crowdfunding or getting investment and investor ready.

The diagnostic will evaluate the business under each category and rate the business on a continuum from 'weak to strong' for each of them. This will set the priorities allowing the business to be signposted to the next layer of support.

A minimum of three workshops will be recommended (a minimum of 9 hours of learning).

## Development – Workshops / Webinars and Mentoring

Nine development subject areas are available, providing flexibility of development in areas which may be most beneficial.

The webinars will be half day in length and each workshop will be accompanied by a downloadable PDF workbook. The workbooks help the delegate capture the learning and to consider areas of additional exploration they may wish to explore.

### Leadership – injecting you and your business with positivity

Thursday 9<sup>th</sup> September, 10.00-13.00 or  
Thursday 6<sup>th</sup> January 10.00-13.00

Three areas of leadership:

- **Vision** - helping the business leader engage with a personal vision and transpose this into a statement of intent for the business. It will help relate personal ambitions to business aims and set out some clear thinking around what constitutes good strategy.
- **Purpose** – helping the entrepreneur connect to their 'why': using the model of Simon Sinek, this is a personal journey into purpose and helping to shape and explore how the business



might mirror this. Purpose creates differentiation and this section will facilitate the entrepreneur to define the kind of business they want to create.

- **Learning** – how to become a reflective learner, engage with the notion of research, become a proactive reader, and start to think about defining the business as a learning organisation.

### **Creativity – new approached to problem-solving**

Thursday 16<sup>th</sup> September 10.00-13.00 or

Wednesday 5<sup>th</sup> January 10.00-13.00

Do you find yourself defaulting to the same solutions and ways of thinking?

In this interactive webinar, we will explore techniques that will help you to look at daily challenges with fresh eyes.

- **Tapping into your creativity** – We all have a creative side, but how do you connect with it in day-to-day life? We will try out some simple techniques to get you into a creative mindset. It's all about recognising the value in your ideas.
- **Reflect before you react** – If we feel rushed or pressured, we tend to fall back on safe and familiar solutions. How do you create space to give your innovative ideas a chance? Making time for reflection will give fresh ideas a chance to take root.
- **Creativity through collaboration** – Two heads are better than one! But how do you set up a culture of creativity? If you want to generate creative ideas and practices in your business, you have to encourage everyone in the team to bring their thoughts to the table.

### **The Innovative you – don't fight the competition outthink them**

Thursday 21<sup>st</sup> October 10.00-13.00, or

Thursday 24<sup>th</sup> February 10.00-13.00

A series of insights that will lead to an increase in the innovative capacity of your business. The three areas addressed are:

- **Be the change** – this connects the entrepreneur with their alter ego, the superhero self, and the type of person they want to be and the type of business they want to run. It is about making an impact and how innovation is the mechanism to do that.
- **Build an innovation process** – going through the phases where we see what is and explore what could be. How do we get from A-B via Z in this strange world? Much of what is innovative comes from recognising what feels strange and is out of kilter. Getting to feel this is about emotional intelligence and an awareness of what is around you.
- **Open Innovation** – how ideas come from anywhere and the best ideas are NOT created from within but borrowed from what is about. Open innovation is a decentralised way to bring about the new, open-sourced thinking where we harness ideas.



### **Fit – three steps towards growth**

Thursday 7<sup>th</sup> October 10.00-13.00, or

Thursday 9<sup>th</sup> December 10.00-13.00

A scalable business needs all three elements but knowing what they are and how one might achieve them is not an easy ask and it's a much-needed step. We will use the Business Model Canvas to explore all three areas of design.

- **Product to market** – this is a case of building a solid value proposition, something or somehow that matches the needs of the customer, solves a problem by doing the right thing for them.
- **Market to business model** – here we explore the best business model that most suits the market need, making sure not only that the market is able to pay for the value that they receive but also how that value best reaches the market.
- **Business model to investors** – what it takes to create the business model and build a powerful narrative that can open the wallet and / or motivate a prospect to become not just a customer but an advocate.

### **Sustainability – keeping the world intact**

Thursday 18<sup>th</sup> November 10.00-13.00, or

Thursday 17<sup>th</sup> March 10.00-13.00

Businesses no longer simply have to sell stuff – they need to care. Sustainability is not a 'nice to have' byproduct of what we do, it is an essential facet of doing good business. Economies of scale no longer apply; we now have economies driven by circularity, shorter supply chains, and an investment into how what we create is made. This session will explore three key areas of sustainability:

- **Social pressures** – what are businesses liable for when it comes to embracing sustainability? The external conditions businesses face mean they must be aware of the environment in which they operate.
- **Long-termism** – if Coronavirus has taught us anything it is that short-term thinking limits long-term survival. To constantly reward investors with short-term wins bleeds a business of financial capital, capital which if held in the form of reserves could have been used to build a longer runway.
- **Sustainable leadership** – infecting the business with ethics and positive values and incentivising the right behaviours helps a business create a mark that everyone can associate themselves with. Sustainable leadership is about living the values and ethics we espouse, to be the catalyst for change.

### **Teams – forming, growing and leading**

Wednesday 15<sup>th</sup> December 10.00-13.00 , or

Wednesday 9<sup>th</sup> March 10.00-13.00

Your business can't achieve sustainable growth without a strong team. A rigid approach won't get the best out of your people, or out of the available opportunities. Learn how to grow and reconfigure your team as your business adapts to changing circumstances.



- **Values-based team design**  
From recruitment and performance reviews to the day-to-day, you are shaping the culture of your company. How do you set up a team in a way that aligns with your values? We will look at inclusive practices and ways to set up and sustain a healthy team dynamic.
- **Communication and connection**  
Developing a connected team in a disconnected world is a huge challenge. Here we look at the ways technology can bridge the gaps, and how to maintain strong cohesion.
- **Setting expectations and providing support**  
You can't expect high performance without modelling what that looks like. Do the people in your organisation know what great looks like within their roles? We will explore tools like job descriptions, KPIs, and most importantly, support from management.

#### **Sales – creating a process for success**

Thursday 14<sup>th</sup> October 10.00-13.00, or  
Wednesday 8<sup>th</sup> December 10.00-13.00

Sales is often a small business's biggest challenge, but there are techniques that can improve your processes, build relationships, and deliver results. This session will take you through three key steps.

- **The Customer Journey** – This is a mapping process where you learn to understand what your customer needs from you throughout their buying process. Understanding how your customer engages with your brand will help you to trigger the right responses.
- **Building a Sales Process** – This is all about creating clarity in the way you sell. If there are steps in your process that you know work, why not build on them? We will investigate how you can make these steps replicable by others.
- **Setting Up for Success** – What does your sales team need in order to hit their targets? Do they have a good understanding of the sales funnel and know what their KPIs are? By providing them with guidance, you can create clarity on what success looks like.

#### **Marketing – right message, right place, right time**

Wednesday 8<sup>th</sup> September 10.00-13.00, or  
Wednesday 19<sup>th</sup> January 10.00-13.00

Are your marketing efforts directed at the right people? The key is to put your message in front of people who can and will buy. We will explore three key elements of a successful marketing campaign.

- **Strategy** – Without a marketing strategy, you can spend a fortune without making a single sale. We will look into essential elements like buyer personas, target markets, and your brand values.
- **Storytelling** – How do you create a brand that really connects with your audience? Storytelling is what triggers that essential emotional response. Whether it is through words, visuals, immersive experiences – the principles are the same.
- **Distribution** – If you have crafted the right message, but it doesn't reach the right person, you've got nothing. What are the right channels for your business? We will take a dive into on- and offline channels, exploring their pros and cons.





### **Financial heaven – avoiding financial hell**

Thursday 27<sup>th</sup> January 10.00-13.00, or

Thursday 31<sup>st</sup> March 10.00-13.00

Finances make many business owners squirm but being financially illiterate will inevitably hold you back. In this workshop we introduce finance from a position of understanding the language to facilitate controls. We should never abdicate finance to others; as entrepreneurs we should consider all aspects of this as a driver of good business.

- **'Financial Plumbing'** – here we consider the way cash flows into and out of the business, we look at the role reserves play, how we use valves to increase and decrease the flow and how sources of finance can cool or overheat the system.
- **Key measures** – 'the cash conversion cycle' may sound like something from the accountant's playbook – but it is simply how fast money comes in and goes out. Growing a business places additional constraint on finances and understanding how we can slow the cycle can mean the difference between growing for profit or growing to go bust. We will also explore break-even analysis and working capital ratios, both vital indicators of business reliance.
- **The business model** – revenues should never be from one source; we need to build ecosystems of revenues to aid resilience in the business. Here we look at multiple business models and consider how to innovate new ones.

### **Delivery**

Putting your newly developed knowledge into practice. Colbea will continue to support delegates through ongoing mentoring via the business advice service and other activities such as networking events. The aim is to give businesses the skills, insights and confidence to constantly reinvent themselves and create and test new ideas that are relevant to the wider impact of what they are doing.