

## **The Essex Business Accelerator – A Flagship Product**

At the Essex Business Accelerator, our mission is to enable endless possibilities and secure sustainable success for entrepreneurs in our community. We achieve this through our 8-session program, which helps entrepreneurs develop a clear narrative and create a powerful story for their businesses. Our approach leverages Simon Sinek's "Start With Why" methodology and The Golden Circle of Why, How and What as a communications strategy. By focusing on this, we help businesses articulate why they are doing what it is that do, how they are unique in their approach, and finally, what their product or service does and how that can meet the needs of the customer, The messaging embraces feelings, form and function.

The sessions are designed to continually challenge entrepreneurs to perfect their storytelling technique, as strong presentation skills are key to inspiring others to build relationships and help the business grow. Having an emboldened narrative brings resources to us and cuts away from the rest of the pack. Through regular practice and expert guidance, participants gain the confidence to craft unique and engaging narratives that captivate audiences.

In so doing, we empower our clients to stand out from the competition and make an impact through meaningful messages that drive action. Ultimately, our goal is that each entrepreneur leaves the program with the tools necessary to realise their dreams and take their business to the next level.

The final pitching event is to a panel of experts and includes local businesses, a representative from Colbea and the leading experts from the Angels of Essex platform. Their role is to respond to what they hear, and judge whether the messaging is powerful enough for them to be interested. For the pitching businesses, this is both a nerve racking time as well as a major learning opportunity that will lead to future success.