

The Transitions' Growth Programme

Introduction

If you are the owner or chief executive of a small business with the potential for growth, then the Transitions' Growth Programme could help you make that all-important breakthrough sooner rather than later. By stepping back from the day-to-day distractions of running your business you'll be able to take an objective look at where you want to go and plan how you intend to get there.



Transitions' Growth Programme is for the owner managers and top teams of smaller businesses. The programme can be run on a 1:1 basis, but far greater impact is achieved when it is run, as is normally the case, with a group of six to ten businesses. This is due to the huge benefit achieved from the sharing of experiences and insights with others. We all tend

to think that our problems are unique to us. This is rarely the case, and the impact of simply learning from how others have dealt with their problems is incredible.

The Programme normally consists of one full day and five half days of intensive workshops and presentations spread over two months, but this can be adapted in response to specific needs. The focus throughout is on those key issues vital to your business fitness, survival and future growth. The aim is to achieve a measurable impact on the overall performance of your business.

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The Key Objectives of the Programme

To provide you with the confidence that will come from:

- Knowing exactly where you are going.
- Having a realistic action plan.
- Being on top of your finances.
- Avoiding nasty surprises
- Developing new business contacts
- Sharing problems and worrying less
- Objective, impartial help and advice
- Above all, having a real sense of being in control through the knowledge that it is you driving the business and not it driving you!

Structure and Content of the Programme

One full day and five half-day workshops and presentations, spread over two months.

- From the work done during the Programme, the writing of the action plan or business plan you need to take your business forward.
- Individual support throughout the Programme from the Transitions team.
- The presentation of your action or business plan to a panel of experts with the right experience for your business.

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The Workshops

- Workshop 1* (full day) **Choosing your growth strategy**
Developing a business strategy that is truly market led. Where are we now? Where are we going? What is our vision?
- Workshop 2* (half day) **Dynamic Financial Analysis**
Understanding the dynamics of your finances. How to be always firmly in control.
- Workshop 3* (half day) **Targeting your Marketing**
Developing the marketing action plan that will reflect your growth strategy and enable you to achieve your goals
- Workshop 4* (half day) **Growth through People**
Understanding people and matching your personal and business goals.
- Workshop 5* (half day) **From Vision to Action**
Preparing a realistic business action plan that will really work.
- Final Day* **Individual Presentations of your action or business plan to Expert Panel**

The Benefits

- A renewed and clearer sense of direction.
- Increased financial control resulting from improved financial foresight and intelligence.
- Clearer self-knowledge allowing you to gain more from your relationships with your staff, colleagues, customers and suppliers.
- Easing the loneliness of being the decision-maker, responsibility-bearer and the place where the buck always stops.
- The opportunity to develop and present a realistic action plan for your business to a panel of recognised business experts and gain objective, individualised feedback

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The Transitions Growth programme is a proven and successful route to business growth and Transitions have had over 90 businesses on the programme in the last seven years – these are some of the comments made by people who have taken part:

'More confidence – better leadership – more focused quality service – more customers – more profit'

'As a result of the programme we successfully recruited a new member of staff. This resulted in increased productivity and profitability'

'It was the mechanism we needed to help us drive the business forward. It made us ask some very hard questions about what we were doing.'

'Has given me the ability to prioritise business requirements.'

'We now have a much stronger sense of direction and have gained a few friends along the way.'