

Small Business Growth Programme

**Delivered by Brunel Business School
In Partnership with IEL International and Dubai Business
Women Council**

About the Programme

Brunel Small Business Growth Programme is a specialist SME development programme that draws heavily on peer action network learning, a revolution in making learning impactful in today's fast-paced world. It also draws on the expertise of experienced business coaches, who bring entrepreneurial opportunities into sharp focus for participants.

Facilitated by business experts from a leading university business school, Brunel Business School, this practical programme takes place over 8 weeks and will include both online alongside peer group support.

The programme is built around a practical curriculum that features:

- Eight facilitated online 90 minutes sessions
- Peer networking, including peer group calls that give you the opportunity to share experiences with a small group of other small business leaders

BENEFITS

- Enhance your management and strategic capabilities
- Produce a growth plan for your business
- Build resilience to future shocks
- Learn how to innovate in your business
- Adopt digital technologies to boost productivity and operational agility
- Develop your value proposition and reach into growth markets
- Improve employee engagement and responsible business practices

Programme Dates - *Dubai Time*

Induction

Mon 11-Oct-21 15:30 - 17:00

Modules	Webinar session 12:00 To 13:30	Action Plan Session 15:00 To 17:00
Module 1 Crafting Your Strategy Landscape Articulating vision, mission, value, and purpose and how it impacts long term business sustainability.	Thu 14-Oct-21	Mon 18-Oct-21
Module 2 Building an effective Marketing Strategy Developing the marketing strategy aligned with your business model and articulating the value you deliver to your target market.	Thu 21-Oct-21	Mon 25-Oct-21
Module 3 Transforming your Brand through Digital Marketing Clarifying brand identity, and how digital marketing can add value to building customer demand/relationship.	Thu 28-Oct-21	Mon 01-Nov-21
Module 4 Building a Resilient Mindset and Leadership skills to Lead the Change Developing leadership skills for business growth	Thu 04-Nov-21	Mon 08-Nov-21
Module 5 Improving efficiency and effectiveness through operations Develop workflows and systems to improve operational processes.	Thu 11-Nov-21	Mon 15-Nov-21
Module 6 Managing Your Finance and Cashflow to Survive and Thrive. Identify and develop KPIs and cash flow to make better decisions.	Thu 18-Nov-21	Mon 22-Nov-21
Module 7 Nurturing Your People through Uncertainty Improving employee engagement and culture in business. Develop your leadership skills to have a positive effect on the performance of your business.	Thu 25-Nov-21	Mon 29-Nov-21
Module 8 Action Planning for Business Growth Create an action plan with key tools and metrics for all important goals in order to achieve the business objectives.	Thu 02-Dec-21	Mon 06-Dec-21

Your facilitators



Andy Sharma has more than 30 years' experience of running and managing businesses. Andy runs a business coaching firm based in West London supporting SMEs scale up, build better structure, get best results from teams, and exit strategy. He is also the Winner for Clients Growth Award 2020. Over last 10 years, Andy has helped hundreds of businesses in London across various industries like financial services, automotive, retail, hospitality, construction, SaaS and manufacturing. Andy also works very closely with Brunel Business School in delivering programmes and coaching business owners in the community. Apart from years of business and coaching experience, Andy has an MBA in Business Strategy and has several certifications in business related areas, which helps him support the businesses.

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Dr Jane Chang is an entrepreneurial mindset practitioner. As an entrepreneurship team coach, she has supported entrepreneurs and small business leaders to be resilient and sustainable. As a visionary leader, she incorporates social design and practical entrepreneurship education in everything she does. She has previously initiated six entrepreneurial ventures and is a specialist scholar of cognitive entrepreneurship and entrepreneurship education with a passion for bridging academia with real-world impact. She has supported many businesses to grow, mentoring them to achieve various awards including The Best British Manufacturing Awards.

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Dr Ainurul Rosli is a Reader in Enterprise and Entrepreneurship and also the Director of Business Engagement at the Brunel Business School. As an Entrepreneurship Team Coach and Entrepreneurial Mindset Practitioner (EMP), she believes in the importance of university-industry-community interaction and research with impact, which drives forward businesses and societal transformation. She has led a range of innovative business support programmes to better connect academic experts, industry partners and learners together for value co-creation. Currently leading the Brunel Small Business Leadership Programme (SBLP) supporting around 180 businesses since October 2020 – and has been instrumental in designing, planning and delivering small business support programme, both in the UK and internationally.

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