



# HELP TO GROW.

## MANAGEMENT

### Programme Outline – Innovation Alliance



FUNDED BY



Department for  
Business, Energy  
& Industrial Strategy



HM Treasury

## Help to Grow Management: The Programme

**Help to Grow: Management** will support senior managers of small and medium sized businesses to boost their business’s performance, resilience, and long-term growth.

The 12-week programme is 90% funded by the Government and has been designed to allow participants to complete it alongside full-time work. A £750 fee is payable by all participants.

Coventry Business School has agreed to run 12 cohorts each year. The first year will be structured as follows:

COVENTRY		SHROPSHIRE		LONDON	
COHORT	PROPOSED START DATE	COHORT	PROPOSED START DATE	COHORT	PROPOSED START DATE
1	25 <sup>th</sup> August	1	20 <sup>th</sup> October	1	6 <sup>th</sup> January
2	22 <sup>nd</sup> October	2	4 <sup>th</sup> January		
3	19 <sup>th</sup> November	3	8 <sup>th</sup> February	SCARBOROUGH	
4	5 <sup>th</sup> January	4	11 <sup>th</sup> March	COHORT	PROPOSED START DATE
5	9 <sup>th</sup> February			1	7 <sup>th</sup> January
6	12 <sup>th</sup> March				

# Programme Content and Themes

Part 1 –Strategies for Growth and Innovation		
Module 1 Strategy and Innovation	Module 2 Digital Adoption	Module 3 Internationalisation and Winning New Markets Case Study

Part 2 –Engaging with Customers		
Module 4 Vision, Mission and Values	Module 5 Developing a Marketing Strategy	Module 6 Building a Brand Case Study

Part 3 –Building a Sustainable and Agile Business		
Module 7 Organisational Design	Module 8 Employee Engagement and Leading Change	Module 9 High Performance Workplace Case Study

Part 4 – Operations and Financial Strategies		
Module 10 Efficient Operations	Module 11 Finance and Financial Management	Module 12 Implementing Growth Plans Case Study

**Equality, Diversity, Inclusion**

- Developing a culture of innovation that is inclusive and embraces diversity, leading to better ideas and problem-solving.
- Understanding customer needs and building relationships with a diverse range of customers appropriately and sensitively.
- Making everyone feel valued in the workplace, tackling unconscious bias, ensuring inclusive management practices, respect and tolerance.
- Building a competitive edge by tapping into the power of a diverse workforce with fair and inclusive practices across all business activities.

**Productivity**

- Exploring the links between productivity and innovation, knowledge absorption, digitisation, internationalisation.
- Effectively communicating the vision and mission both internally and externally and using the company's values to underpin decision-making.
- Developing employee skills and engagement, leadership and management attributes and practices to achieve a high performance workplace.
- Understanding value added and value flow, creating a culture of continuous improvement. Using financial data for decision making.

**Responsible Business**

- Using sustainability drivers for identifying opportunities and to inspire innovation and problem solving.
- Putting societal and environmental concerns at the heart of the business's mission and values and reflecting this in the brand.
- Prioritising employee wellbeing and building the resilience and wellbeing of leaders.
- Reflecting on the UN's SDGs in strategic decision-making. Identifying carbon reduction strategies relevant for the firm.

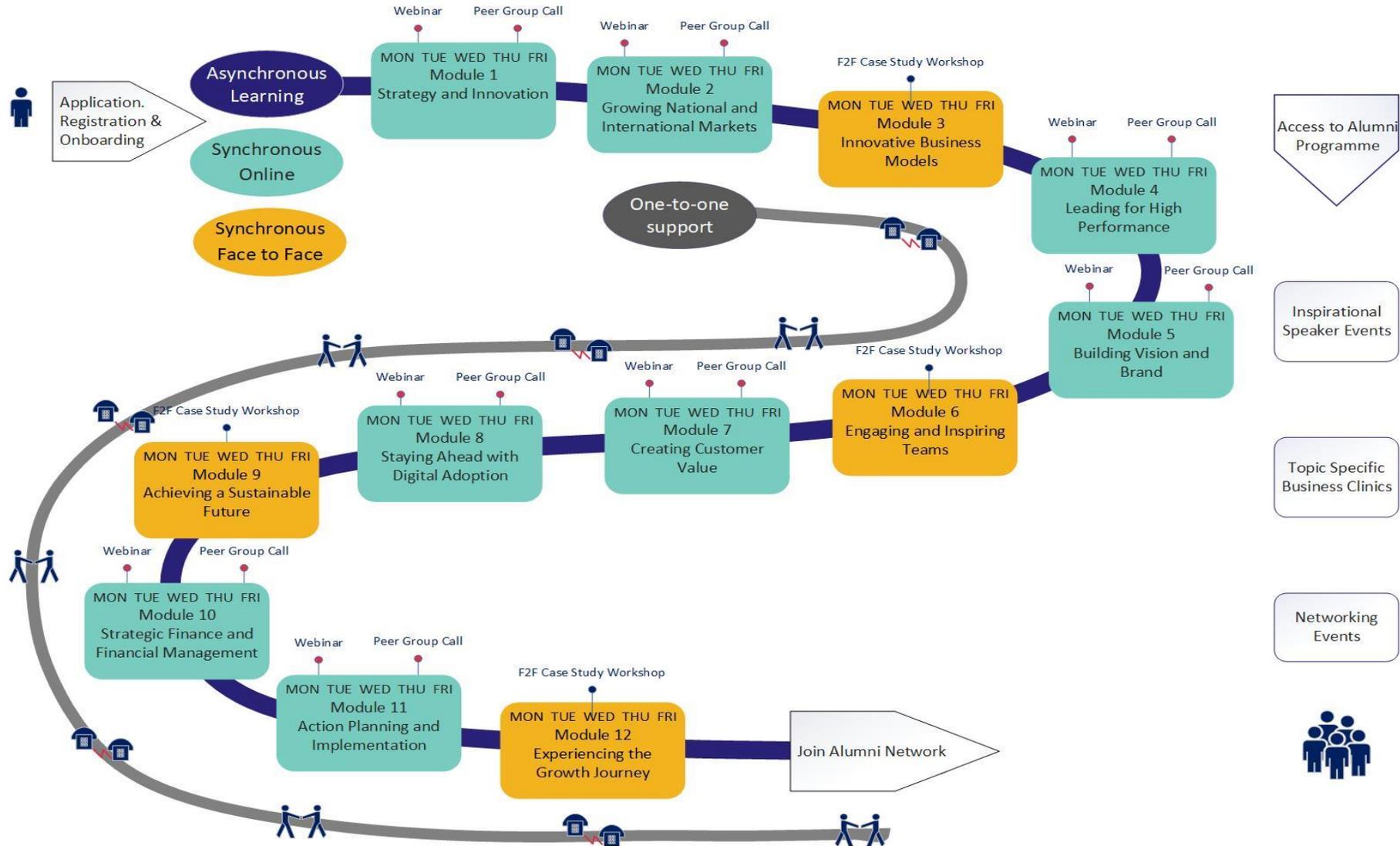
## Help to Grow Management – Business Leader Outcomes

Through the programme business leaders will develop their leadership and management skills together with the confidence and tools to implement change within their business and adopt new and improved business practices.

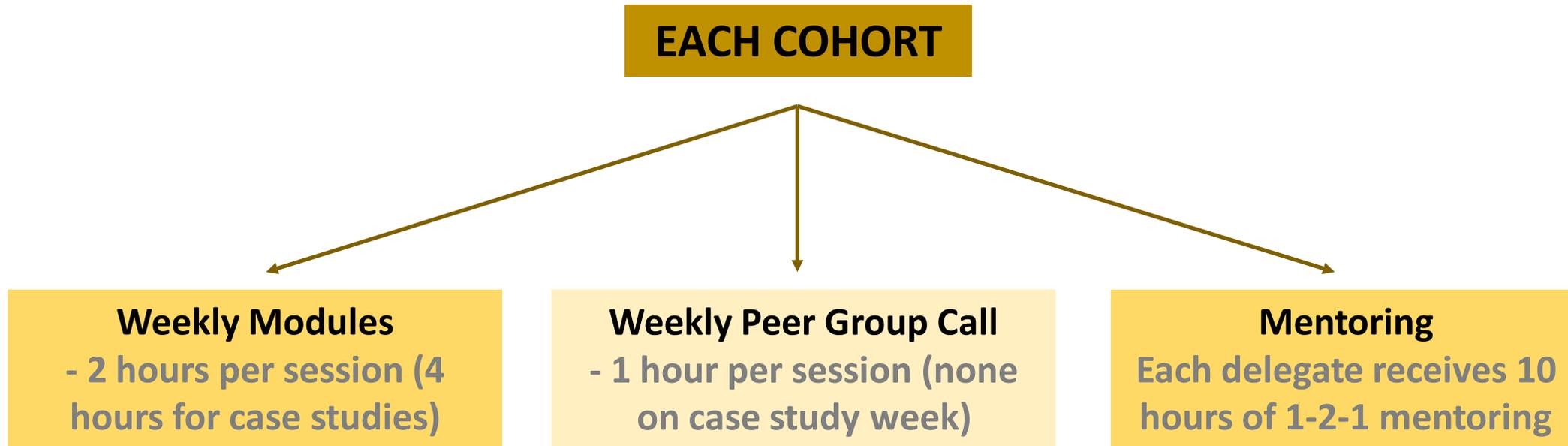
By the end of the programme participants will:

- A. Understand **what drives productivity and growth** in SMEs
- B. Have taken steps to create a culture of **innovation** in their business,
- C. Have developed a strategic approach to successfully **adopting and investing in new and digital technologies** to drive competitive advantage and productivity in their business
- D. Have gained an awareness of their own **leadership style** and how to develop their leadership skills to facilitate the introduction of management practices
- E. Have articulated their **vision and values**, considered the **culture** of their business
- F. Understand key elements and principles of **financial management**
- G. Have identified **key domestic and export markets** for their business and strategies for **market segmentation, positioning and targeting** in the context of their competitive environment
- H. Can identify what drives **value creation** for their customers
- I. Have developed an **action plan** for growth and productivity including the identification of key **tools and metrics**

## Typical Participant Journey



## Delivery To Cohorts



## Eligibility Criteria for Help to Grow Management

The **business** must:

- ✓ Be a Small or Medium-sized Enterprise (SME) based in the UK from any business sector
- ✓ Employ at least 5 and up to 249 people (prioritising businesses with more than 10 employees)
- ✓ Have been operational for at least one year

The **participant** must:

- ✓ Be a decision maker within the business e.g. Chief Executive, Finance Director etc
- ✓ Have at least one person reporting directly to them

Notes:

- Social Enterprises are eligible but charities are not

## Contact information

[HelpToGrow@Coventry.ac.uk](mailto:HelpToGrow@Coventry.ac.uk)

Tom Lockhart – Project Manager – [Tlockhart@cusltd.co.uk](mailto:Tlockhart@cusltd.co.uk) or 07392 096673

George Akomas – Academic Manager - [ad3503@coventry.ac.uk](mailto:ad3503@coventry.ac.uk) or 07392096613

<https://smallbusinesscharter.org/help-to-grow-management/>

Telford - [Coventry WM Cohort 3 - Small Business Charter](#)

Coventry - [Coventry WM Cohort 2 - Small Business Charter](#)