

Entrepreneurial Skills Training

A series of fully-funded workshops to innovate and grow your business

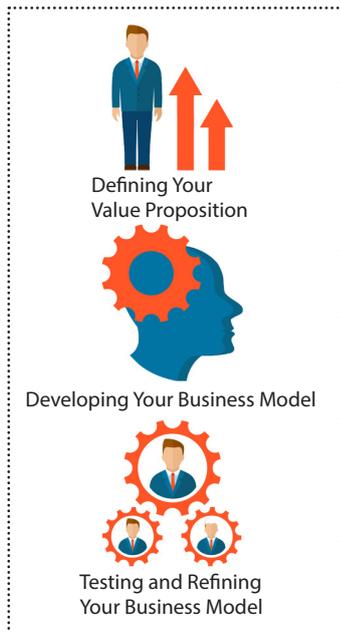
Are you a start-up or established small to medium-sized business looking to grow and develop? If so, you may benefit from our series of **twelve fully-funded workshops** designed to support innovative and growing businesses in the East of England to achieve their business goals.

Delivered by our experienced **Enterprise Europe Network Innovation Advisers**, who are certified trainers in these workshops, the curricula has been developed, licensed, taught and accredited by School for Startups. The first three workshops (conducted over three separate dates) start with a focus on business modelling, defining your proposition and providing you with an opportunity to conduct a detailed analysis of your current model and how it could be developed and improved. These are a foundation to be completed together, and all further workshops can be done separately (apart from Organisational Strategy & Development for which the Business Modelling Workshops are a pre-requisite).

The following nine workshops are highly-recommended to support you develop your business model and successfully implement it. These include: Pricing Strategy & Tactics, Access to Finance for Growth and Mitigating & Managing Risk.

Throughout the workshops you will receive coaching from our team of Innovation Advisers, who can provide you with the guidance you need to ensure your business model and strategy are going to support your growth ambitions.

Intensive Business Modelling Workshops



Complete the Intensive Business Modelling Workshops as one course then choose other Workshops to add to your training



Who should attend

Aimed at businesses with potential, ambition and capacity for high growth, these workshops are suitable for:

- New business owners who would like help to build a robust business model
- Existing business owners who would like to launch a new product or service
- Senior leadership teams of existing businesses (including Chief Execs, technology leads, commercial / sales / marketing / strategy leads and finance leads).

All workshops take place at:

St John's Innovation Centre,
Cowley Road, Cambridge, CB4 0WS

Time: 9.30am - 4:30pm (lunch & refreshments included)

To book your place:

Call: 0300 303 4803 (lines open Mon-Fri 8.30am-5.30pm)
or

Email: skillstraining@eeneast.org.uk

Workshop Details:

Workshop 1 - Defining Your Value Proposition



Date: Monday 14th September 2015

This workshop will help you articulate, test and evaluate your value proposition and wider business model using the business model canvas and related tools.

Workshop 2 - Developing Your Business Model



Date: Monday 21st September 2015

This workshop allows you to develop and refine your business model to include competition, customer segments and relationships, routes to market and sales channels, operational resources and partnerships.

Workshop 3 - Testing and Refining Your Business Model



Date: Monday 28th September 2015

This workshop illustrates how to test, evaluate and further refine your business model through financial modelling (pricing, costing and revenue streams).

Financial Management for Growth



Date: Tuesday 3rd November 2015

This workshop offers the opportunity to interpret and understand financial and economic data to support the key management tasks of planning, decision-making and creating value within the business.

Access to Finance for Growth



Date: Tuesday 10th November 2015

This workshop gives business owners the skills and information they need to acquire funding and finance throughout their growth journey.

Mitigating and Managing Risk



Date: Tuesday 17th November 2015

This workshop offers the opportunity to identify and mitigate against the key risks facing your business.

Pricing Strategy and Tactics



Date: Tuesday 24th November 2015

This workshop helps you to identify the most appropriate pricing and revenue model for your project and business; devise and implement an effective pricing strategy.

Strategic Marketing



Date: Tuesday 1st December 2015

This workshop looks at devising and implementing a strategic marketing plan that includes brand development and communication, routes to market, PR (traditional and digital).

Web-Fuelled Business



Date: Tuesday 8th December 2015

This workshop is focused on evaluating the most appropriate online tools for your business and implementing a web focused operational, sales and marketing plan.

Selling and Negotiation



Date: Tuesday 15th December 2015

This workshop helps you to acquire selling skills and experience applicable to commercial buying, investment and partnership development.

Building, Managing and Leading Winning Teams



Date: Tuesday 19th January 2016

This workshop focuses on developing and implementing a people management plan and acquiring relevant skills to maximise productivity.

Organisational Strategy and Development



Date: Tuesday 27th January 2016

This workshop will help you evaluate the re-engineering needs of your business and devise and implement an effective organisational development plan.

To book your place call: 0300 303 4803 (lines open Monday to Friday 8.30am to 5.30pm) or
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About Us

The Enterprise Europe Network is an easy-to-use gateway for businesses to find all the help they need to trade across more than 60 European countries.

Jointly funded by the European Commission and Innovate UK, the services are tailored to meet individual business objectives and can include help to find new markets, source business partners and explore technology partnerships.

With a focus on helping small and medium-sized enterprises (SMEs) expand into new markets, find collaborative partners, and increase their competitiveness, the service provides expert support across a wide range of fronts. This includes advising on EU legislation, helping to access funding, identifying new market opportunities, providing training on entrepreneurial skills and helping companies to enhance their innovation management capacity.

In particular, Enterprise Europe Network is a proven resource for any business seeking to commercialise their innovations with new trading partners. We provide expertise to help clients navigate the complex European landscape to access the most appropriate support from close to 600 partner organisations.