



**BUSINESS[®]
DOCTORS**
ACHIEVE YOUR VISION

Don't delay,
**Sign Up
Today!**

Business Growth *Masterclasses*

**Tailored specifically to the
needs and requirements of
small and start-up businesses.**

**A series of 4 classes aimed at helping small business
owners and managers develop a strategy for growth.**

- 4 x 2 hour sessions on a fortnightly basis.
- A structured journey through the key elements of a successful strategy.
- Held in the same venue at the same time each fortnight.
- Choice of venues - Crawley, Reigate or Purley.
- Workbook provided to capture the key elements and act as a source for future reference.
- Telephone and e-mail support provided throughout the duration of the course.
- An opportunity to engage with like-minded business people.
- Light bites and drinks provided at each session.
- The option to book 3 x 2 hour one-to-one sessions to follow up the classroom-based work and gain assistance in implementing your strategy in your business.



Chris Sowerby
Business Doctor
Crawley and Redhill

**Remember, it only takes one nugget
of advice, one new idea, one
lightbulb moment or one offer of
support to transform your business.**

☎ 0845 163 1498

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Focus for *Growth*

To facilitate this programme, Business Doctors have developed a unique no nonsense planning process that cuts through the corporate waffle and delivers a practical down to earth strategy for focusing your business for profitable growth.

This process forms the basis of the Masterclass and the associated workbook and ensures that all of the key business areas are addressed.



Session 1

This session will start with an introduction to the program. We will consider your motives and core values. We will then examine the real purpose of the business and start work on developing a vision.

Session 2

After reviewing the work from Session 1, we will examine the wider environment to ascertain risks and opportunities - otherwise known as future proofing. We will then go on to examine the markets you work in, your most valuable customers and the sources of competition. This session will finish with a GIVE analysis to start to understand your current capabilities and opportunities.

Session 3

This session will deal with identifying your sustainable competitive advantage. It will then consider the two key elements of the implementation of a strategy - the sales plan and the people plan.

Session 4

This will pull together all of the work from the previous sessions to complete an action plan for implementing your strategy. The use of measures to ensure the plan stays on track will also be discussed. We will conclude with a review of the program and a discussion on "what next".

Follow up Sessions

Those who opt for the one-to-one follow up option will then agree a date for the first session based on the timescales in the action plan. All attendees will have access to telephone and e-mail support throughout the term of the Masterclass.

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Aimed exclusively at owners and managers of small and start-up businesses looking to go to the next level of growth whilst exploring different aspects of their business model.

A series of fortnightly Masterclasses which will provide support, information and advice for business owners and managers who would like to grow their businesses.



Who will benefit

Typically it will be a business which is in start-up mode or a small business with aspirations to grow but for some reason is meeting obstacles. Ideally employing some staff already, or considering employing staff in the future.



About the Masterclass

The Masterclass will be run as interactive sessions in a conference type venue on the same day and at the same time each fortnight. The time is likely to be 17:30-19:30.

Each session will last around 2 hours and will be facilitated by your local Business Doctor.

Teas, coffees and light refreshments will be provided and there will be an opportunity to network and share your thoughts with like-minded peers.

You will need to devote up to 4 hours between sessions working on the elements considered in order to maximise the benefit.



Output

You will be provided with a workbook to record the activities and key elements during the sessions. This will evolve as the basis for your strategy.

There is also an option to book three 2-hour follow up one-to-one sessions to gain assistance in implementing the strategy in your business.



Investment

The total price of the 4 sessions is £399 plus VAT. Payable 50% in advance and 50% between sessions 2 and 3.

If you wish to add the three one-to-one follow up sessions the total price will be £699 plus VAT*. Payable in 3 equal instalments, one in advance, one between sessions 2 and 3 and one prior to the one-to-one sessions.

** Please note the rate for the one-to-one sessions only applies when booked as part of the Masterclass package.*

For more information, contact **Chris Sowerby**, your local Business Doctor.



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