



UNIVERSITY OF
LIVERPOOL

Management
School

HELP TO GROW

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, which combines online sessions with face-to-face learning, is 90% funded by the Government and has been designed to allow participants to complete it alongside full-time work.

The in-depth high quality curriculum will support you to build your capabilities in leadership, innovation, digital adoption, employee engagement, marketing, responsible business, and financial management.

By the end of the programme you will develop a business growth plan to help you lead your business to release its potential.



liverpool.ac.uk/management/for-business/help-to-grow/

HELP TO GROW.
MANAGEMENT



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
- A blended programme that combines interactive, online sessions with face-to-face learning to suit you.

Facilitated by small business experts from leading university business schools, this practical programme takes place over 3-months and will include both online and face-to-face sessions, alongside peer support and mentoring.



The programme is built around a practical curriculum which features:

- Eight facilitated online 2-hour sessions
- Four practical, face-to-face case study workshops
- One-to-one support from a mentor, providing you with personalised support to develop your business growth plan
- Peer networking, including peer group calls that give you the opportunity to share experiences with a small group of other small business leaders
- Access to the Alumni Programme featuring events with inspirational speakers, business clinics and networking events.

The programme will cover key areas of leadership including:

- Strategy and innovation
- Growing national and international markets
- Leading for high performance
- Building vision and brand
- Engaging and inspiring teams
- Creating customer value
- Adopting digital technology
- Adopting responsible business practices
- Financial management.

Eligibility

To join **Help to Grow: Management**, your business must:

- Be a Small or Medium-sized Enterprise (SME) based in the United Kingdom
- From any business sector, employing between 5 and 249 people
- Have been operational for at least one year
- Not be a charity.

To join **Help to Grow: Management**, the applicant must:

- Be a senior decision maker, such as Chief Executive, Finance Director, Operations Director, etc.
- Commit to completing all sessions.

Fees

The programme is 90% funded by the Government. The fee payable by participants is £750.

