



# LEADERSHIP FOR GROWTH

## Programme



Oifig Fiontair Áitiúil  
Local Enterprise Office



Rialtas na hÉireann  
Government of Ireland

in partnership with



Comhairle Cathrach  
Bhaile Átha Cliath  
Dublin City Council



## Programme Overview:

The Leadership for Growth Programme provides an exceptional opportunity for SME Owners and Managers to build on the necessary leadership skills and knowledge needed to successfully compete in existing, new and international markets.

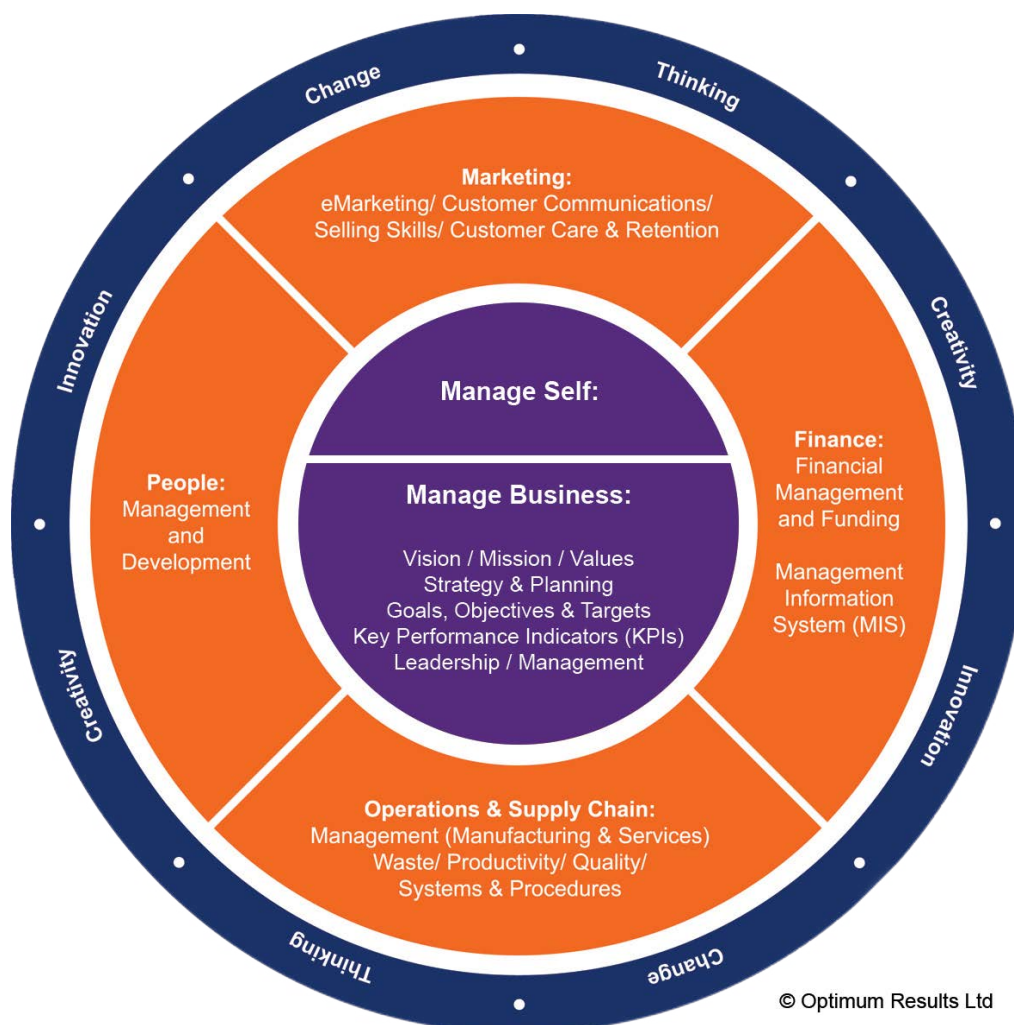
This highly successful “International Best Practice” training programme will run from **April – June 2023** and delivered to small groups by way of onsite skills development workshops and online workshops.

## Programme Delivery:

- Delivered over 3 months by a team of experienced, highly qualified, subject specific experts.
- 12-15 companies.
- 3 x full-day onsite classroom skills development training workshop.
- 6 x 1/2 day online workshop.
- This follows two parallel themes (i) Actions for the Strategic Plan and (ii) Actions for my personal development of the team.
- As with all Optimum Results’ training programmes, participants have access to our ‘HELP DESK’ during working hours throughout the programme and for two months following.

## Programme Content

The programme is based on the Optimum Results' Holistic Business Model, showing how SME Managers must think in terms of all aspects of the business if they are to implement an effective Growth & Export Strategy. This framework is used for both Analysis and Planning.



## Approach Starts With:

A pre-training assessment programme which includes learner profiling and participant registration and information gathering, where a three part online self-assessment exercise is completed including:

- I. Current Business Performance Assessment
- II. Ambition & Potential for Growth & Export
- III. Management Competencies & Needs Assessment



## Followed by:

### Workshop 1: Motivational Day

- Introduction, Programme Overview, Objectives, Optimising the value of the programme. Outputs & Certification
- The process and structure of effective 'Strategic Planning for Business Growth & Exports' (with templates).
- Implementing Strategic Plans / "Converting Learning into Invoices".
- The Holistic Business Model

### Workshop 2: Business Planning and Managing Self

- Manage & Motivate Self / Personal Development.
- Leadership styles
- Effective Communication, Rapport and Relationship building.
- Leading & Developing People
- Building Teams and Motivation
- Leading Innovation, Improvement & Change

### Workshop 3: Market Analysis

- Foundation stones of Marketing & Satisfying Customer Needs
- Research Market & Trends, Products, Competition, Culture & Customs, Barriers & Restrictions etc
- Research Shipping, Logistics and Legal requirement.

### Workshop 4: Financial Analysis

- Managing Profitability and Cashflow
- Cash Flow and Funding of new business
- Understanding / Reading Financial Information

### Workshop 5: Where is my Business Now

- Productivity, Systems and Quality
- Environmental / Sustainability advantage
- Strategic Planning & Identifying Strategic Issues

### Workshop 6: What is my Future Strategy and Direction

- Growth Strategy
- Your Value Proposition and Initiatives
- The 5 step Strategic Planning Process
- Vision & Values
- Growth Plan Template

### Workshop 7: Strategic Financial Plan

- Developing the Leaders dashboard (KPIs & MIS)
- Sources of funding for Growth & Exports
- Getting paid

### Workshop 8: Strategic Marketing Plan

- Competitive Advantage / Value Proposition / USP
- Selecting Agents and managing relationships
- Selling & Presentation Skills
- e-Marketing and e-Commerce

### Workshop 9: Joining the Dots & Implementation

- Bringing it all together / Revision and summary
- Converting Learning & Planning into Results
- My personal Plan

### Workshop 10: Programme Review, Guest Speaker

- Finalising the 'Strategic Plan for Business Growth'
- Assessment & Feedback

The training style and nature will be practical, relevant, fast moving and enjoyable. Very much that of facilitated learning using the participants case histories and examples.

## Programme Outcomes:

- Strategic Plan for Leadership for Growth (with a strong emphasis on implementation)
- ETF “Advanced Certificate in SME Strategic Management” awarded to those who submit a Leadership for Growth Plan with an award ceremony in July 2023

## Programme Fees

€250pp

## Booking

To reserve your place visit [Localenterprise.ie/Fingal](https://Localenterprise.ie/Fingal) or if you have any queries please contact [Info@leo.fingal.ie](mailto:Info@leo.fingal.ie) or call us on 01 8900 800

## Date & Location

- Tuesday 18th April – Full day workshop onsite (Carlton Dublin Airport Hotel)
- Tuesday 25th April – 1/2 day online
- Tuesday 2nd May – 1/2 day online
- Tuesday 9th May – 1/2 day online
- Tuesday 16th May – Full day workshop onsite (Carlton Dublin Airport Hotel)
- Tuesday 23rd May – 1/2 day online
- Tuesday 30th May – 1/2 day online
- Tuesday 6th June – 1/2 day online
- Tuesday 13th June – Full day workshop onsite (Carlton Dublin Airport Hotel)

## About The Trainers

Optimum Results is an international award winning specialist SME Training & Consultancy firm which builds the skills of Owner Managers to optimise the potential of their businesses. Operating to ISO9001:2015 standards, we have a fulltime team of 22 people, 18 subject expert Associates and a wide network of sector specific partners.

For 28 years we have delivered tailored services to more than 30,000 clients (250,000+ including online services) across 22 Countries. The Optimum Results’ Management Development Programmes have been peer reviewed by the European Union’s Training Foundation (ETF) and classified as being “International Best Practice”.

**“IMPROVING THE PERFORMANCE OF ORGANISATIONS THROUGH IMPROVING  
THE PERFORMANCE OF PEOPLE”**

[www.OptimumResults.ie](http://www.OptimumResults.ie)

[www.SeamsCloud.com](http://www.SeamsCloud.com)

[www.CustomerPerceptions.ie](http://www.CustomerPerceptions.ie)



