



For details of this programme visit
www.enterpriseboards.ie

ACCELERATE

Driving Your Business Forward



Ireland's EU Structural Funds
Programmes 2007 - 2013

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and the European Union



EUROPEAN UNION
STRUCTURAL FUNDS



County & City
Enterprise Boards

The aim of this professional development programme is to provide you (the owner manager) with the management, leadership, business skills and knowledge to achieve sustainability and growth in your business.

The programme will help you:

- To effectively address your business challenges
- To develop and grow your business

You will gain a greater understanding of:

- Why you are in business and where your business is going
- Marketing your business
- Continuous improvement
- Developing yourself and your Entrepreneurial Capabilities
- Sales and selling techniques
- Managing the finances
- Developing your business needs.

Programme Modules

Module 1 Why am I in business?
Create a vision for your business and a route map to achieving it.

Module 2 Finding and Keeping Customers
Understand practical marketing and promotional tools and be able to use these tools effectively to sustain and grow your business.

Module 3 How can my business do better?
Identify opportunities for innovation in your business.

Module 4

Managing the Money

Understand your financial position and how to improve the profitability of your business.

Module 5

Selling For Profit

Use the appropriate selling models for your business and therefore sell more effectively.

Module 6

Being the Boss

Self - Management in order to achieve your business goals.

Programme Duration

The programme will be delivered over a 6-9 month timeframe and comprising of 6 workshops and 6 mentor consultations.

Mentoring

You will be allocated a mentor as part of the programme. The mentor assigned to you will be drawn from a panel of highly skilled and experienced business mentors with particular expertise in assisting the growth and development of small businesses. The mentor will be selected based on your specific business needs and will work with you to assist you in developing practical solutions that will help you manage your business more effectively.

Peer Review

At the beginning of modules 2-6 there will be an opportunity to exchange your ideas with peers. Progress on implementation of programme business practices will be reviewed by you and your peers on this programme.