



LEADERSHIP FOR BUSINESS ACCELERATION





Programme Overview:

This Leadership for Business Acceleration programme supports SME owners and managers to strengthen their leadership capability, improve business performance and build a practical Strategic Growth and Development Plan.

This highly successful “International Best Practice” training programme will run from September - November 2026 and delivered to small groups by way of onsite skills development workshops and online workshops.

Programme Delivery:

- Delivered over 8 weeks by experienced, subject-specific trainers and business practitioners.
- Small-group format for 12–15 SME owners and managers.
- 8 workshops: 3 full-day in-person, 5 half-day online and 2 hours of 1-2-1 mentoring per attendee.
- Three connected programme strands: strategic business growth, personal leadership and team development, and practical AI adoption through AI Solution Sub-Groups.
- Access to the Optimum Results ‘HELP DESK’ throughout the programme and for two months after completion.

The AI Solutions Lab

- Participants will work in sub-groups to explore how AI can support key business functions including finance, marketing, operations, HR and strategic management.
- Each workshop, participants will investigate related practical SME use cases and consider:
 - Potential time, cost and productivity benefits
 - Data, privacy, accuracy and compliance risks
 - Costs and ease of implementation
 - Teams will share their findings throughout the programme, contributing to a practical AI Solutions Register that participants can use when deciding which tools and opportunities are right for their own businesses.

Programme Content

The Local Enterprise Office SME Leadership training programme is based on the Optimum Results' Holistic Business Model, showing how managers must think in terms of all aspects of the business if they are to implement an effective Growth 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
- III. Management Competencies & Needs Assessment

Followed By

Module 1: Leadership & Strategic Planning

(Full Day, In-person)

- Programme overview and creating a strategic plan.
- Conduct a business analysis.
- Understanding strategic planning frameworks.
- Setting goals, targets and dashboards.
- Identifying priority areas for business growth.

Module 2: AI Compliance, PROMPTS & Practical Tool Evaluation

(Half Day Online)

- AI capabilities and limitations.
- Privacy, accuracy, transparency and data risks.
- EU AI Act awareness for SMEs.
- Using the PROMPTS framework.
- Evaluating AI tools before adoption.
- Creating an AI use case register and policy

Module 3: Managing SELF and Others

(Half Day Online)

- Understanding leadership versus management
- Managing yourself, time, focus and priorities.
- Communication, confidence and motivation.
- Organisational behaviours and culture.

Module 4: Managing and Developing a Team

(Half Day Online)

- Understanding how teams function.
- Your role in the team
- Recruitment, induction and onboarding.
- Critical employment policies.
- Delegation, coaching and performance conversations.
- Communication and rapport building.
- Performance management and feedback.

Module 5: Financial Management & Decision-Making for Leaders

(Group Full Day, Classroom)

- Understanding business finance.
- Cashflow, funds flow and profitability.
- Costing and pricing.
- Financial ratios and KPIs.
- Scenario planning.
- Case study exercises.

Module 6: Marketing Made Easier with AI: Plan, Create and Repurpose Content

(Half Day Online)

- Quick refresher on safe AI use and PROMPTS engineering.
- Reviewing current online presence using AI
- Choosing suitable online platforms for trust, visibility and lead generation.
- Competitor and customer insight using AI.
- Content pillars and campaign themes.
- Repurposing one idea into multiple formats.
- Building a 90-day content rhythm.
- Scheduling and content tools.

Module 7: GREEN & LEAN: Sustainability, Efficiency and Continuous Improvement

(Half Day Online)

- Lean methodology and TIM WOODS.
- Quality systems.
- Sustainable operations.
- Waste elimination and productivity.
- Circular economy opportunities.
- Practical improvement opportunities and ESG reporting

Module 8: Target Markets, Value Proposition & Strategic Growth Plan Guidance

(Group Full Day, Classroom)

- Defining target markets with precision.
- Crafting a compelling value proposition.
- Reviewing growth priorities.
- Prioritising an aligning business operations.
- Creating the Strategic Growth and Development Plan.
- LEO supports, next steps and scaling opportunities.

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 Business Acceleration (with a strong emphasis on implementation)
- AI Readiness Canvas, Tool Evaluation Checklist and a shared AI Solutions Register
- ETF “Advanced Certificate in SME Strategic Management” awarded to those who submit a Leadership for Growth Plan with an award ceremony in 2027.

Booking

To reserve your place visit Localenterprise.ie/fingal or if you have any queries please contact deirdre.carroll@leo.fingal.ie or info@leo.fingal.ie, alternatively, call us on 01 8900 800.

Programme Fees

€250pp

Date & Location

- Thursday, 24 September - Hub on the Hill, D7, In-person - Full Day
- Thursday, 1st October - Online - Half Day
- Thursday, 8th October - Online - Half Day
- Thursday, 15th October - Online - Half Day
- Thursday, 22 October - Hub on the Hill, D7, In-person - Full Day

HALLOWEEN WEEK

- Thursday, 5th November - Online - Half Day
- Thursday, 12th November - Online - Half Day
- Wednesday, 18th November - Guinness Enterprise Centre, In-person - Full Day



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 30 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

www.SeamsCloud.com

www.CustomerPerceptions.ie



Participant Testimonials

Emakin

I recently participated in Optimum Results' "Leadership for Growth" programme, and I couldn't be more satisfied with the experience. Their business-focused approach, combined with their motivational style and real-world expertise, has truly equipped us with the knowledge and skills needed to enter new markets and enhance our company's presence. I highly recommend Optimum Results to any organisation seeking impactful training about business growth.



Boost Your Sales

For aspiring business owners and managers looking at their growth strategy afresh, I would recommend the 'Leadership for Growth Programme' developed by LEO Fingal / LEO Dublin City and delivered by Optimum Results. Through a combination of onsite workshops and remote sessions, all areas of business growth are covered from strategy, sales, marketing, finance, operations, and legal / HR advisory, culminating in a workable, implementable plan for your business. The material is well thought-through and presented by Frank, Aidan, and the wider Optimum Results team. Most valuable is the teams' deep experiences with real life client scenarios and the ability to network with like-minded SMB owner managers whilst sharing perspectives, challenges, and solutions.



Donna Reilly Wellness

I had the pleasure of completing the LEO Leadership for Growth programme with Optimum Results this year. The course offered me time out of my business to focus on the business. As a busy Director, it was hugely beneficial for me to step away from the day to day and have 'focus' time on the strategic direction of the business. Each module was packed with useful information, tips and recommendations which I am now applying in my business. The programme encourages you to create a strategic business plan which is brilliant as it's not always something we put high on our to do list! I would recommend this programme to all business owners. Thanks to Aidan, Frank, Nikki and Ceri for creating and delivering a great programme.



Childpath

Just finished this great "Leadership for Growth" programme with Optimum Results Ltd. Led by an exceptional team of experienced and knowledgeable leaders Frank McGlone and Aidan Harte they provided deep insight and practical advice on navigating business challenges and successes. One of the highlights of this programme is the incredible network of colleagues you'll have the opportunity to connect with who have passionate, driven, and innovative ideas. It's an excellent platform for networking. Highly recommend it for #startups. Thanks to the Local Enterprise Offices too for all their support.



QBM

I was delighted to participate in the leadership for Growth Programme, I found the course very beneficial. The modules were very well put together. I enjoyed working with Frank and all the team throughout the course. I am looking forward to putting the new plans and techniques I learnt into action.

