

2026 EDITION

Boost Your Business to the Next Level

Smart Growth for Micro-Enterprises



Grow

4

online workshops

Leadership
Sales
Finance
Digital & AI

Time to work on your business

A short, high-impact development programme for early-stage micro-enterprises of 1–2 people with the ambition to grow, create employment and build a more resilient, profitable and future-ready business.

Focus on better decisions with data and AI, lean and sustainable operations, sales systems that scale, and freeing the owner from doing everything.

THE PROGRAMME

Leadership and sales

01

WORKSHOP 1

Leadership, Role Clarity & Growth Direction

Moving from doing everything to leading the business.

- Leadership versus management in a micro-enterprise; identifying where you add the most value.
- Current and future roles, with strengths, energy and capability mapping.
- Capacity gaps in people, skills, systems and automation.
- Resourcing options: hires, contractors, collaborations and AI tools.
- Future success factors and goals linked to lifestyle and sustainability.
- Key performance indicators (KPIs) and simple dashboards.

YOUR PRACTICAL OUTPUT

Clear leadership focus, defined future roles and resourcing needs, and business goals linked to metrics.

02

WORKSHOP 2

Sales Strategy That Scales

Building a repeatable, measurable sales engine.

- Who should be selling and why; customer lifetime value (LTV) in 2026.
- Building and managing a sales pipeline; measuring results, not activity.
- Reviewing your sales process: what works and where opportunities are lost.
- Networking and partnerships as sales channels.
- Increasing average customer spend.
- Using CRM and AI tools to support selling.

YOUR PRACTICAL OUTPUT

A clear sales process, defined pipeline stages and actions to increase revenue per customer.

THE PROGRAMME

Finance and digital growth

03

WORKSHOP 3

Financial & Legal Confidence for Growth

Taking control of money, risk and compliance in uncertain times.

- Business finances in a high-cost environment; pricing and costing for profitability and sustainability.
- Cashflow and getting paid faster; debtors, payment terms and cost control.
- Financial KPIs for early growth and a Finance & Risk Dashboard.
- Trading structures: sole trader, partnership and limited company.
- Revenue, VAT and compliance essentials; contracts, GDPR and key legal considerations.
- Accessing funding and LEO supports.

YOUR PRACTICAL OUTPUT

Improved financial confidence, clear cashflow and pricing actions, and reduced risk exposure.

04

WORKSHOP 4

Digital, AI & Online Growth Strategy

Working smarter through digital tools, AI and online sales.

- Audit your website, social media and third-party platforms; improve findability, messaging and trust.
- Social media credibility, traffic and conversion; making it easy to buy online and improving conversion rates.
- A productivity tech stack: accounting, CRM and project tools.
- Practical AI for marketing, administration and planning.
- Video and online meetings for sales efficiency.
- Funding supports for digital and online trading (Digital Boost).

YOUR PRACTICAL OUTPUT

Clear digital priorities, practical AI use cases and an improved online sales journey.

OUTCOMES AND BOOKING

Your next stage of growth

By the end of the programme, you will be equipped to:

- Lead the business with greater confidence and focus your time, money and energy on growth.
- Use AI and digital tools to improve productivity and decision-making.
- Gain clarity on sales strategy, pricing and customer value.
- Feel more in control of cashflow, costs and risk.
- Resource growth through people, partners or automation.
- Leave with clear next steps and peer support.

Programme at a glance

Format	4 online workshops via Zoom
Learning approach	Practical tools, peer learning and guided action planning at the end of each workshop.
Ideal group size	16–20 participants
Dates	14 th October, 21 st October, 28 th October, 4 th November
Times and duration	9.30am-12.30pm
Programme fee	€75

Booking and enquiries

Booking link: <https://www.localenterprise.ie/dublincity/training-events/online-bookings/boost-your-business-to-the-next-level-a-business-development-programme-for-early-stage-businesses.html>

Programme contact: info@leo.dublincity.ie

General information: [localenterprise.ie/DublinCity](https://www.localenterprise.ie/DublinCity)

Delivered by The Entrepreneurs Academy

Local Enterprise Office Dublin City
Management Development



Funding / partner acknowledgements: [Confirm approved 2026 logo strip]