



LEADERSHIP FOR BUSINESS ACCELERATION

Comhairle Contae
Fhine Gall
Fingal County
Council



Oifig Fiontair Áitiúil
Local Enterprise Office



Comhairle Cathrach
Bhaile Átha Cliath
Dublin City Council



Programme Overview:

This Local Enterprise Office Fingal and Dublin City “Leadership for Business Acceleration” 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 September - November 2025 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.
- Maximum of 12-15 SME business owners.
- 4 x full-day onsite classroom skills development training workshop.
- 4 x online workshop scheduled for mornings.
- This follows two parallel themes
 - (i) Actions for the Strategic Business Plan
 - (ii) Actions for Personal Professional Development
- As with all the Local Enterprise Office Fingal and Dublin City training programmes, participants have access to a ‘HELP DESK’ during working hours throughout the programme and for two months following the end of the programme.

Programme Content

The Local Enterprise Office Fingal and Dublin City leadership 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 Strategy. This framework is used for both Analysis and Planning.



The Programme Starts With:

A pre-training assessment registration which includes learner profiling and participant 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:

Module 1: Leadership & Strategic Planning

- Programme Overview, Objectives & Outcomes
- Introductions
- Leadership & Management effectiveness
- The Holistic Business Model
- Strategic Planning Frameworks
- Business Systems Mapping
- Setting Goals, Targets & Dashboards
- Output: Initial Leadership Profile + Draft Strategic Growth Map

Full Day In Person

Module 2: Behavioural Productivity; Managing SELF and Others

- Understanding leadership vs management
- Managing and motivating yourself: communication, confidence, personal development
- Organisational culture: behaviours, values & leadership influence
- Building teams, motivation strategies & developing people
- Delegation, coaching, performance management & feedback
- Output: Enhanced self-management, communication and motivation skills + practical frameworks for building stronger teams and shaping a positive organisational culture.

Half Day Online

Module 3: Financial Management & Decision Making

- Understanding financial statements
- Cashflow, funds flow & profitability
- Costing & pricing
- Financial ratios & KPIs
- Scenario planning
- Case studies exercises
- Output: 2-Year Financial Overview + Pricing Strategy Review

Full Day In Person

Module 4: Managing and Developing People

- Recruitment, induction & setting people up for success
- Employment law essentials: contracts, policies, fairness & statutory obligations
- Effective communication, rapport building & handling difficult conversations
- Output: Improved personal leadership effectiveness and practical tools for managing people.

Half Day Online

Module 5: Marketing & Social Media Visibility

- Identifying the right platforms
- Social media strategy & content pillars
- Digital storytelling & brand trust
- Engagement metrics & optimisation
- Building a 90-day content rhythm
- Output: Social Visibility Plan + Content Calendar

Half Day Online

Module 6: GREEN & LEAN: Sustainability, Efficiency & Continuous Improvement

- Lean methodology & TIM WOODS ethos
- Quality systems
- Sustainable operations
- Waste elimination & productivity
- Circular economy opportunities for organisations
- Output: Green & Lean Opportunity Register

Half Day Online

Module 7: AI Compliance, Prompting and Practical Tools

- A hands on “live-lab”; please bring your laptop
- Understanding AI capabilities & limitations
- Safe use of data & privacy considerations
- Using the P.R.O.M.P.T framework for business
- Building your first simple automation/GPT
- Output: AI Readiness Plan & Automation Checklist

Full Day In Person

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

- Defining your target market with precision
- Crafting a compelling value proposition
- Drafting the Strategic Growth & Development Plan
- LEO supports, next steps & scaling opportunities
- Output: Strategic Growth & Development Plan Guidance
- LEO Speaker: Linking your Growth Strategy with LEO Supports & Assistance

Full Day In Person

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)
- ETF “Advanced Certificate in SME Strategic Management” awarded to those who submit a Strategic Leadership for Growth Plan with an award ceremony in 2026.

Programme Fees

€250pp

Booking

Booking: To reserve your place or if you have any queries please contact Paul.berry@dublincity.ie or call on 087 1883110.

Dates & Locations Spring 2026

- Thursday, March 12 - In-person - Full Day - iD8 Studio, The Digital Hub, Dublin 8
- Thursday, March 19 - Online - Half Day Morning
- Thursday, March 26 - In-person - Full Day - iD8 Studio, The Digital Hub, Dublin 8
- Thursday, April 02 - Online - Half Day Morning

EASTER WEEK

- Thursday, April 16 - Online - Half Day Morning
- Thursday, April 23 - Online - Half Day Morning
- Thursday, April 30 - In-person - Full Day - The Riasc Centre, Kinsealy, Swords
- Thursday, May 07 - In-person - Full Day - The Riasc Centre, Kinsealy, Swords



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

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 OptimumResults 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 or 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.



Childpaths

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.

