

## BUSINESS GROWTH CLUB *a helping hand to step up performance*

### **Why attend a Business Growth Club?**

You will develop new ideas to grow, adapt and change to achieve a profitable future for your company. Discover new ideas and practical techniques to improve your business. Prepare your company to make the step changes needed to go forward or to arrange succession or sale. Prepare your way forward with expert guidance and the support of a group of like-minded peers.

### **What is the Business Growth Club?**

You join a group of up to 10 who are business owners or senior managers, to work together through 6 half-day modular sessions over a 3 month period to develop a plan for your own business, under personal guidance from WLP consultants who have considerable expertise in business management and development.

The diversity of experiences, types of business, approaches to management issues and problem solving make this an enlightening and valuable experience. It is an opportunity to move forward and deal with all those issues and questions that otherwise become the reason for not doing anything.

### ***What are the benefits for you?***

- Obtain a clear view of how your business can grow and how you can change it effectively and profitably;
- Obtain the experience of other like-minded individuals;
- Gain knowledge and expertise to apply new management and financial skills;
- Gain an objective view of your business as others see it;
- Remove the isolation often experienced by those in senior posts or by those running their own businesses;
- The successful track record and practical experience of WLP consultants to guide and shape your plans;
- Become more confident dealing with the bank and accessing finance;
- Get things moving fast with guidance and support along the way;
- Become motivated to act.

## **What previous club members say**

*"I now have an improved sense of direction. More effective marketing resulting in new business. Also increased concentration on efficiency and use of benchmarking to improve sales, and production of proper business plan to take business forward and involve staff."*

*"I am now doing a great deal more sales activity, compared to when I started - better targeting:"*

*"The club has been very useful in that it has changed the way I have been working' as well as helping- me take the broader view very helpful."*

*"The club gave a framework to produce a 3 year business plan and helped me to understand more about gathering information and analysing it before deciding."*

*"/ now have the ability to organise controlled expansion and the confidence to go out and find the information needed to make accurate plans."*

## **The Process:**

The series of 6 half-day workshops in a three month period will provide all the management and financial understanding that you need to develop a plan for the future and implement it.

*The club will take you through the following 6 sessions:*

- Day 1* Introduction plus self analysis questionnaire to highlight areas of concern which will help to focus future sessions. Begin developing a strategy for your business with key objectives.
- Day 2* Marketing - in which market are you actually operating, how to win customers. Identify what your key factors for success are from market information analysis, enabling you to identify your strengths, weaknesses, opportunities and threats.
- Day 3* Financial management - how to prepare and read management information, and to access finance. Prepare a budget or financial plan.
- Day 4* Operational management, quality, processes, leadership what changes do you need to make to achieve the objectives and how;
- Day 5* Putting it into action – the plan for growth evaluate opportunities and threats; creating plans for marketing, people, suppliers and others; developing your financial plan and assessing the implications.
- Day 6* Access to finance – what are the options? Meet a banker – learn how to present your plans. Finalise your plan and confirm implementation actions, including: leadership, teamwork and communication. Encouraging commitment in people and the use of external resources.

### **What must I do next:**

Places will be limited so take this opportunity and register to attend a short complimentary information session on the Business Growth Club and start doing something positive for you and your business. The information session is to explain in more detail how the Business Growth Club works and how it is relevant to your business.

| <b>Date</b> | <b>Day</b> | <b>Location</b> | <b>Venue</b>       | <b>Times</b> |
|-------------|------------|-----------------|--------------------|--------------|
| 27-Mar-12   | Tuesday    | King's Lynn     | Knights Hill Hotel | 0730 - 0845  |
| 28-Mar-12   | Wednesday  | Norwich         | Park Farm Hotel    | 0730 - 0845  |
| 16-Apr-12   | Monday     | King's Lynn     | Knights Hill Hotel | 1715 - 1830  |
| 19-Apr-12   | Thursday   | Norwich         | Park Farm Hotel    | 1715 - 1830  |

### **The price for success:**

The charge including your work book and all other workshop materials, ongoing telephone and e-mail support, meals and refreshment, and access to a range of advice, expertise and practical tips is £ 900.00 per person + VAT.

To aid your cash flow this can be paid by instalments as follows - £300.00 on registration, and two further monthly instalments of £300.00.

Do not put off this exciting opportunity to do something constructive and positive with your business.

The Business Growth Club was conceived and developed by WLP in 1993. WLP Consultants will lead all the sessions and you will also have access to specialists in various fields of business expertise. The Practice has a core team of 12 consultants all of whom held senior management positions in significant businesses prior to joining WLP.

Offering an enormous range of skill and industry expertise, combined with mature business common sense, all have an established and successful track record working with small and medium-sized businesses.

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## Planned Club dates:

### King's Lynn

| <b>Date</b> | <b>Day</b> | <b>Session</b> | <b>Venue</b>    | <b>Times</b> |
|-------------|------------|----------------|-----------------|--------------|
| 15-May-12   | Tuesday    | 1              | Football Ground | 0730 - 1130  |
| 29-May-12   | Tuesday    | 2              | Football Ground | 0730 - 1130  |
| 12-Jun-12   | Tuesday    | 3              | Football Ground | 0730 - 1130  |
| 26-Jun-12   | Tuesday    | 4              | Football Ground | 0730 - 1130  |
| 10-Jul-12   | Tuesday    | 5              | Football Ground | 0730 - 1130  |
| 24-Jul-12   | Tuesday    | 6              | Football Ground | 0730 - 1130  |

### Norwich

| <b>Date</b> | <b>Day</b> | <b>Session</b> | <b>Venue</b>    | <b>Times</b> |
|-------------|------------|----------------|-----------------|--------------|
| 17-May-12   | Thursday   | 1              | Park Farm Hotel | 0730 - 1130  |
| 31-May-12   | Thursday   | 2              | Park Farm Hotel | 0730 - 1130  |
| 14-Jun-12   | Thursday   | 3              | Park Farm Hotel | 0730 - 1130  |
| 28-Jun-12   | Thursday   | 4              | Park Farm Hotel | 0730 - 1130  |
| 12-Jul-12   | Thursday   | 5              | Park Farm Hotel | 0730 - 1130  |
| 26-Jul-12   | Thursday   | 6              | Park Farm Hotel | 0730 - 1130  |