

Welcome to the February edition of the Birmingham City Business School Newsletter

This edition focuses on **Organisational Change** and the role it plays within your business.

We start by looking at the challenges that an organisation can face with Stephen Wilson with his podcast with Birmingham City Business School, The Middle Podcast.

Our **Help to Grow Management** 12-week programme supports senior managers and leaders of small and medium-sized enterprises with their long-term business sustainability and growth.

Our **Business Innovation Workshop** series is designed to help SME owner-managers build their strategic leadership capacity and enhance the cultural and structural effectiveness of their organisation for innovation.

We are sharing an opportunity for businesses to share their views as part of a project exploring the **challenges and opportunities** for small and medium-sized enterprises for the Commonwealth Games.

The **Growth Hub** is pleased to be partnering with the Higher Level Skills Match project, which is part-funded by the European Social Fund.

Exploring organisational challenge with Bosch's CEO in The Middle Podcast



The Middle is a podcast series exploring the challenges of improving middle management since that is widely acknowledged as having the biggest impact on organisational performance. Each podcast will feature an interview with a prominent executive from a wide range of contexts including public, private and charitable sectors. The host is associate professor Stephen Willson from Birmingham City University Business School.

In this episode, Stephen Wilson speaks to Carl Arntzen, Chief Executive of Bosch Thermotechnology Limited. He explores the organisational challenges of managing the transition from risk-averse gas boiler manufacturer to integrated home automation provider.

Listen to the episode here: <https://www.buzzsprout.com/683588/2847526>

The ideal help to grow your business?



Help to Grow Management is a national government-backed programme offered at Birmingham City Business School which supports senior managers of small and medium-sized enterprises with their long-term business success and growth. The 12-week programme is 90% funded by the government.

Benefits to your business include:

- Enhance your management and strategic capabilities
- Produce a growth plan for your business
- Build resilience to future shocks
- Learn how to innovate in your business
- Adopt digital technologies to boost productivity and operational agility
- Develop your value proposition and reach into growth markets
- Improve employee engagement and responsible business practices

To join Help to Grow: Management, your business must:

- Be a Small or Medium-sized Enterprise (SME) based in the United Kingdom
- From any business sector, employing between 5 and 249 people
- Have been operational for at least one year
- You must be a decision-maker or member of senior management
- Not be a charity

We are currently taking registrations for Cohort 4 which starts on 22 March 2022.

Register here for Cohort 4:

<https://smallbusinesscharter.org/h2gmcourse/birmingham-wm-cohort-4>

If you would like to find out more about the Help To Grow Management programme and also hear from businesses who have already attended this programme and how it has benefitted their business come along to this short on line event on **8 March 2022 1.30pm -2.30pm**.

Please use this link to register for this one hour webinar <https://www.eventbrite.co.uk/e/help-to-grow-discovery-event-tickets-271345771507>



An opportunity for businesses to share their views as part of a project exploring the challenges and opportunities for small and medium-sized enterprises pre, during and after the hosting of the Birmingham 2022 Commonwealth Games.

Researchers at Birmingham City University, Aston University and Nottingham Trent University invite you to take part in a pre-Games impacts survey

Businesses will be rewarded with a complimentary anonymised final report with research outcomes underlining how businesses in your area were affected by the Commonwealth Games. As well as being entered into a prize raffle draw to win a monetary donation for a charity of your choice.

Complete the survey here: <https://ntusurvey.onlinesurveys.ac.uk/bg2022>

Find out more about the project here: birminghambusiness.wordpress.com

Are you looking for new insights to take your business forward?



Coming up with new ideas for your business can be a great way to overcome obstacles, and can lead to the realisation of new products, services, and processes, and ultimately more sales.

Sometimes it can be hard to implement this on your own, and this is where our Business Innovation Workshops can help by introducing you to new ways of thinking, tools and techniques to try, and a great space to generate and share your ideas with like-minded professionals.

Wednesdays: 9th 16 & 23 March 2022
9.30am - 4.30pm
The Eastside Rooms, Woodcock Street, Birmingham, B7 4BL

Our business support specialists will help SMEs develop new knowledge, experiment with practical exercises, and drive innovation across three specific topics:

- **Envisioning for Growth through Innovation**
- **Strategy & Leadership for Innovation**
- **Marketing for Innovation**

Here's some feedback from a participant at our November 2021 workshop about the programme:
"Overall, all three sessions have been brilliant, and today actually made me realise how all three of them are interlinked, so it's essential to all attend all three of them. And for somebody who's just starting out, it's thinking about the macro/micro environment, leadership styles, and marketing, and about how all of those things come together. Whether you're just starting out or more established, all three sessions were essential for me."

Hear more about what others have to say about our workshops: <https://www.innovation-vouchers.com/innovation-workshop>



During our workshops, we will help you to identify, understand, and assess your company's strategic and cultural abilities, and create a business environment of innovation and growth.

Register your interest here:

<https://www.eventbrite.co.uk/e/business-innovation-workshops-tickets-229842554267>

The Business Innovation Workshops programme is open to eligible businesses located within the GBSLEP area.

HLISM presents: Midlands Future Talent, Apprenticeships and Mentoring. An event in partnership with the Growth Hub



European Union
European
Social Fund



BIRMINGHAM CITY
University



Aston University
BIRMINGHAM UK



Newman
University
BIRMINGHAM



The Growth Hub is pleased to be partnering with the Higher Level Skills Match project, which is part-funded by the European Social Fund and in partnership with Birmingham City University, Aston University, Newman University, Lichfield District Council and Tamworth Borough council.

Join us as we open the discussion for ALL generations of talent to share their learnings and experiences to help each other succeed in the world of sales, including the value of mentoring to help you reach for the top.

[Event Details for HLSM presents: Midlands Future Talent, Apprenticeships & Mentoring - Growth Hub \(evolutive.co.uk\)](https://www.evolutive.co.uk)

If you would like any further information on any of the items contained in this newsletter, or on how we may be able to assist you and your business, then please contact us at bcbsbusiness.services@bcu.ac.uk or visit our website.