



## Hello and welcome to the February edition of the BCU Business School Newsletter



In this month's newsletter, we explore the importance of resilience. In today's complex world, it seems that we constantly need to deal with an increasing amount of challenge and uncertainty on a daily basis. Nevermore so than in this current Covid environment.

The need to prepare ourselves to cope better with relentless change is essential for both business and personal survival. We are living in a VUCA world.

VUCA is an acronym that derives from military vocabulary and reflects **the volatility, uncertainty, complexity and ambiguity** of our current

conditions.

Being able to positively turn this around by cultivating **vision**, **understanding**, **clarity** and **agility** is key to creating an environment where we can not only survive, but even thrive, in turbulent times. Therefore, the ability to be resilient is essential.

Being resilient is the ability to bounce back and recover quickly from difficulties thrown our way. It is being agile and reacting positively to a situation. It can mean perseverance against the odds, coping with pressure, and adapting to challenges and change.

## Small Business Leadership Programme

A promotional banner for the Small Business Leadership Programme. The top half features a dark blue background with a white logo consisting of a stylized 'S' and 'L' inside a square, followed by the text 'SMALL BUSINESS LEADERSHIP PROGRAMME'. To the right is a photograph of a woman in a purple blazer smiling. The bottom half has a bright pink background with the text 'Helping businesses to survive and thrive beyond COVID.' in white. Below this is a yellow button with a black arrow icon and the text 'Register now'. At the bottom, there are logos for the Small Business Charter, Birmingham City University, and the Department for Business, Energy & Industrial Strategy, along with the text 'Funded by'.

Do you lead a small business? You and your business can now benefit from a **free, fully funded** new programme designed to **enhance your business's resilience and growth in challenging times**.

The Small Business Leadership Programme is a **free, fully-funded 10-week**

**programme that supports senior leaders in enhancing their business's resilience and recovery from the impact of COVID-19.** It helps small and medium-sized businesses to **develop their potential for future growth and productivity.**

Participants will develop **strategic leadership skills** and the confidence to **make informed decisions to boost business performance.**

Amongst the various business topics, the focus on marketing will help you to **explore your Vision, Purpose and Brand** to enable you to be clear about why you do what you do; we give you the tools to create a vision for the future and learn how to communicate this internally and externally.

**We can help you develop a strategic marketing approach, understand your customer groups, Create Demand, and manage Customer Relationships** to ensure the way you communicate and manage relationships is tuned in to your customers' needs and behaviour.

At BCU we are part of a consortium of business schools accredited by the **Small Business Charter (SBC)** and supported by the Department for Business, Energy & Industrial Strategy taking part in the Small Business Leadership Programme. **This programme will be delivered online by small business and enterprise experts from our business schools.**

To take part, you need to be in a **senior management role for a business operating for at least one year and has 5-249 employees in England.**

To Register Your Interest

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**Business Advice Centre – Can we assist your business growth and resilience through our live student projects?**



In these uncertain times it is necessary for us all to adapt to the changing environment and the challenges and uncertainty this brings. We must try to develop **the resilience needed in order for us to be able to act and react to volatility, uncertainty, complexity and ambiguity in both our personal and business life.**

In order to do so, we must control what we can, where we can and one way to do so is to make sure we have the **necessary strategies and plans in place to assist us in not only surviving but also thriving.**

One of the areas where we may be able to assist you is our **Live Student Projects**, where our undergraduate and postgraduate students get the opportunity to put theory into practice by working on a real-life business challenge provided by businesses like yours.

We will work with you in scoping the project around **marketing, accounting, finance, economics and other industry sectors** to provide a business solution or growth opportunities and have supported businesses with:

- Marketing strategies across various channels such as PR, sales, swot and competitor analysis, creativity and development
- Commercial viability and sustainability of products
- Structure and makeup of the local business community; including challenges in relation to Brexit.
- Bringing new products and services to market
- Wellbeing and mind health during the Coronavirus pandemic.
- Researching past and current industry trends, and supporting strategies for entries into foreign markets.

We have assisted many businesses across various sectors and they have benefitted from having:

- **Free, no-cost support** around high-quality research, data analysis and resolving outcomes carried out by motivated, young professionals supported by sector - experienced academics
- **Fresh eyes on your business**, offering a different perspective on the challenges you may be facing.
- Providing an **in-depth analysis** of business goals

If you would like further information about our Student live Projects then please just email: [BAC@bcu.ac.uk](mailto:BAC@bcu.ac.uk)

Or visit:

<https://www.bcu.ac.uk/business-school/services-for-business/business-advice-centre-businesses>

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## Promoting Sustainable Performance – Helping you to Drive your Business Performance



If you can be open to new opportunities, and embrace new ways to learn and grow, we can help you find the route to thrive and ultimately **achieve greater success**.

On a personal level, this can mean taking the time to learn how to **see change as an opportunity for the better, to understand and manage your emotions and responses around change, to seek support from others, and take responsibility for your reactions and choices, giving you greater control**. Personal wellbeing is essential for maintaining a healthy work-life balance.

On a business level, many owners struggle with obstacles and battling against the odds, often feeling the need for support, but not knowing where to turn.

Now is an ideal opportunity to take the time to **reflect on your business** and make sure it is working for you. We can work with you to **refine your vision, purpose, and values, help you be more creative, explore a range of options, and empower you to make the decisions that drive your business forward**.

We can present you with a snapshot of your business through our **diagnostic**, identify areas for growth, develop techniques to improve your self-confidence and help you create a strategy for more sustainable business performance.

**Promoting Sustainable Performance** is the key to unlocking your business growth.

Find Out More

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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](mailto:bcbsbusiness.services@bcu.ac.uk) or [visit our website](#).

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Our mailing address is:

[bcbsbusiness.services@bcu.ac.uk](mailto:bcbsbusiness.services@bcu.ac.uk)

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Birmingham City University · The Curzon Building · 4 Cardigan Street · Birmingham, West Midlands B4 7BD · United Kingdom

