



BIRMINGHAM CITY
Business School

Welcome to the September edition of the BCU Business School Newsletter!

The new academic year has now started and we're looking forward to the beginning of the new year at BCU and continuing to support you and your business with plenty of exciting opportunities for growth.

Following the recent success of the hugely popular Small Business Leadership Programme, we are offering opportunities to join the new Help to Grow: Management programme.

We can help you learn to think more strategically as a leader in our Enterprise for Success workshop.

Help To Grow: Management



Learn more about taking part in a practical management training programme delivered at **Birmingham City University - Help to Grow: Management** supports senior managers of small and medium-sized businesses to **boost their business's performance, resilience, and long-term growth.**

The **12-week programme is 90% funded by the Government** and has been designed to allow participants to complete it alongside full-time work.

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 2 of this programme starting on October 19th 2021. We are also taking in registrations for Cohort 3 which starts on January 11th 2022. We also have Cohort 4 starting in March 2022.

Register here for Cohort 2:

<https://smallbusinesscharter.org/h2gmcourse/birmingham-wm-cohort-2/>

Register here for Cohort 3:

<https://smallbusinesscharter.org/h2gmcourse/birmingham-wm-cohort-3/>

Testimonial from a participant from cohort 1 at Birmingham City University

“Despite my initial scepticism as to whether I would gain anything from Help To Grow Management, both because I already had reasonable experience of business management and because it was being presented by "academics", I can honestly say that the course is of immense benefit. My worries that it would be too heavy on theory were totally unfounded – yes, of course, some of that is explained, but it is done in such a practical way, linked to real life business examples, and to our own situations, that it truly becomes useful.

To get the full benefit you do need to be sure that you can commit a few hours each week for the programme sessions themselves, applying the ideas to your own business, and then attending the peer group discussions, but if you do that it is hard to imagine that you will not find some real

opportunities and ways to grow your company. It is comforting to know that you are not alone in tackling the challenge of finding ways forward! So far, everyone who has presented to, or worked with us, on the course have had real-life business experience themselves and have some practical understanding of many of the issues that most of us are facing.

I would strongly recommend this programme to anyone who is trying to grow their business.”

Peter Davies James Lister and Sons Limited

Boost your Business Performance by Developing your Leadership Skills



From analysing your purpose, vision and values and creating an effective marketing campaign to learning how to think more strategically as a leader, our **2 day Enterprise for Success workshop** covers a whole host of important tools and techniques to use when growing a successful business.

2-Day Enterprise for Success Workshop
Wednesday 20 October and Monday 25 October
Eastside Rooms, 2 Woodcock Street, Birmingham, B7 4BL
9.30am – 4.30pm

We offer free business support workshops focused on identifying the best opportunities for growth. Come along to learn new skills and techniques, essential to creating your business strategy:

Marketing Strategy

- Understand and Develop your Value Proposition
- Elements of an Effective Marketing Campaign

Leadership Strategy

- Analysing your Growth Journey; Purpose, Vision and Values
- Learn how to Think More Strategically

The content proved to be of great value to Lorraine Duffy, Director of Getting Dirty Ltd, a previous participant on workshops:

“They were Incredibly well delivered, and I appreciated the friendly tone. Both lecturers had very successful corporate business experience, which added to this course's impact. They have been there and done it; they know what works and what does not. Invaluable advice.”

The Enterprise for Success Programme is open to eligible businesses located within the GBSLEP area

[Register here](#)

Update from Andy Salmon's Charity Bike Ride



Our very own Andy Salmon, lecturer in Marketing, has completed a **482km** cycle ride from **London to Paris!**

From his charity bike ride, Andy has managed to raise **£1700 for Cure Leukaemia** - the money raised will go towards funding specialist research nurses at 12 blood cancer centres across the UK.

Speaking about his experience, Andy said:

“At the end of the ride as I approached the Eiffel Tower I felt quite emotional. Not because of the physical challenge but because my thoughts were of those people currently battling Leukaemia and of my friend who unfortunately lost his battle with it earlier in the year. I also felt highly privileged to have been able to take part in providing a small contribution to the funds which will enable the charity to continue its life – saving research aimed at making Leukaemia a disease of the past.” - Andy Salmon

You can still donate to his JustGiving page below!

[**Donate here**](#)

**Join an inclusive community: Acorns
Business Club**



Acorns Business Club is an inclusive community, open to all professionals from any industry and with any job title. We are united by our common mission – for every life limited or life threatened child across the West Midlands and their families to have access to specialist care and support.

Paul Cadman, Acorns Vice President and Chairman of the Business Club said:

“The West Midlands business community is dynamic, diverse, and full of game-changing opportunities. We’ve launched the Acorns Business Club to give you the chance to be part of something amazing.”

“Your membership will help to fund Acorns lifeline care and support for local life limited children and their families. At the same time, you will be joining our supportive community of directors, executives, entrepreneurs, and leaders and will have access to exclusive money-can’t-buy networking events and the chance to enter into a free monthly prize draw to win incredible prizes. It’s just £10 per month and amazing value for money. Seize the moment and join the Acorns Business Club today.”

Sign up here

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.

