



For details of this programme visit
www.enterpriseboards.ie

ACCELERATE

Driving Your Business Forward



Ireland's EU Structural Funds
Programmes 2007 - 2013

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and the European Union



EUROPEAN UNION
STRUCTURAL FUNDS



County & City
Enterprise Boards

The aim of this programme is to provide you, the owner manager with the management, leadership, business skills and knowledge to achieve sustainability and growth in your business.

The programme will help:

- To effectively address your business challenges
- Improve and develop your business offer

You will gain a greater understanding of:

- Why you are in business and where your business is headed
- Marketing
- Continuous improvement
- Developing yourself and Entrepreneurial Capabilities
- Sales and selling
- Managing the finances
- How to develop your business in a focused way suitable to your business needs.

Programme Modules

Module 1 Why am I in business?
Create a vision for your business and a route map to achieving it

Module 2 Finding and Keeping Customers
Understand practical marketing and promotional tools and be able to use these tools effectively to sustain and grow your business.

Module 3 How can my business do better?
Identify opportunities for innovation in your business

Module 4 Managing the Money
Understand your financial position and how to improve the profitability of your business

Module 5 Selling For Profit
Use the appropriate selling models for your business and therefore sell more effectively

Module 6 Being the Boss
Manage yourself more effectively to achieve the business goals.

Programme Duration

The programme inputs of 6 workshops and 6 mentor meetings will be delivered over a 6-9 month timeframe.

Mentoring

You will be allocated a mentor as part of the programme. The mentors are people who have practical business experience, who have a genuine interest in the business and in the development of the business. The mentor's role is to give feedback and encouragement, suggest alternative courses of action and discuss issues around specialist areas.

Peer Review

At the beginning of each module 2-6 there will be an opportunity to exchange ideas with peers. In particular progress on implementation of programme business practices will be reviewed by peers on the programme.