



xero



The Small & Mighty Enterprise Programme





The Small & Mighty

This six-week programme to supercharge sole traders and micro businesses, concluding with a growth plan to support the next year of business opportunity, will be delivered entirely online, allowing access from anywhere in the UK with flexible learning enabling opportunities for all.

The Programme will include

Weekly sessions recorded and available on a private Small Business Britain website available exclusively to course participants

Weekly worksheets to embed learning outcomes accessible on the private website hub, developed by each week's expert trainers

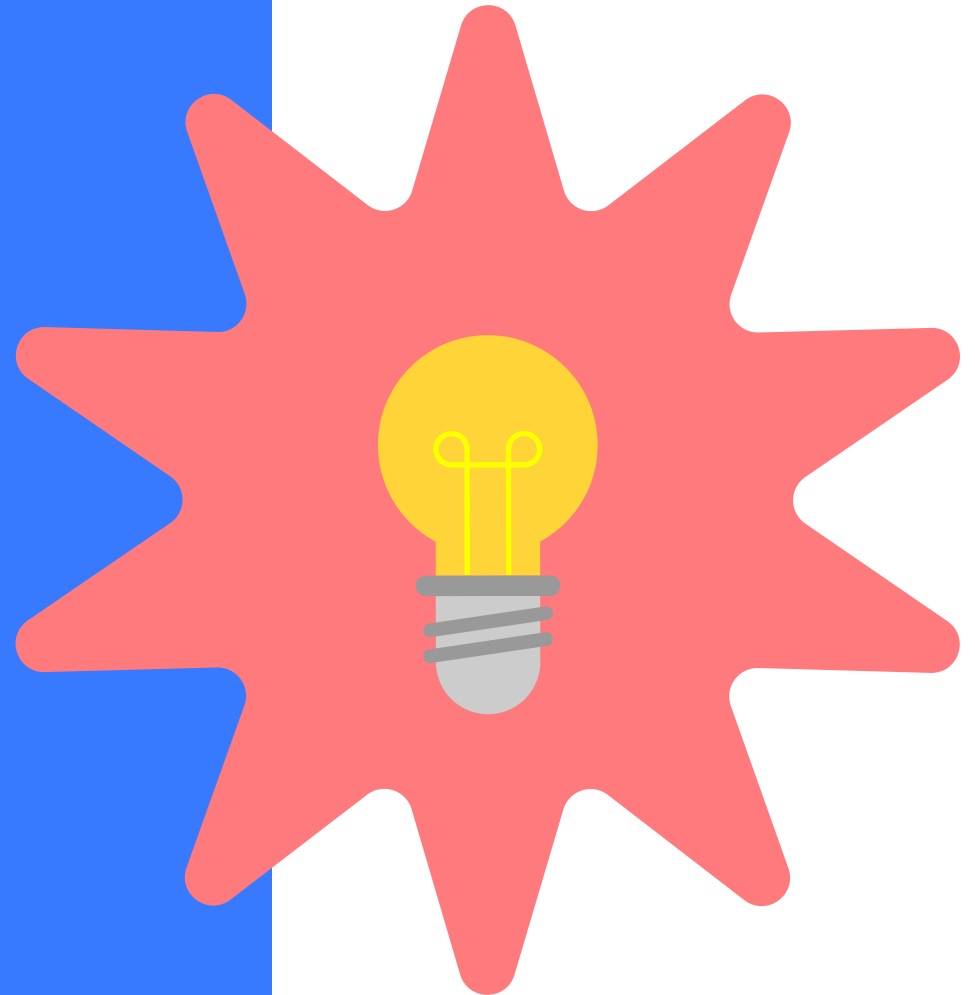
Development of an Action Plan: a twelve-month plan to grow and flourish with support of expert mentors

Two hours of mentoring over the six weeks from expert mentors around the UK

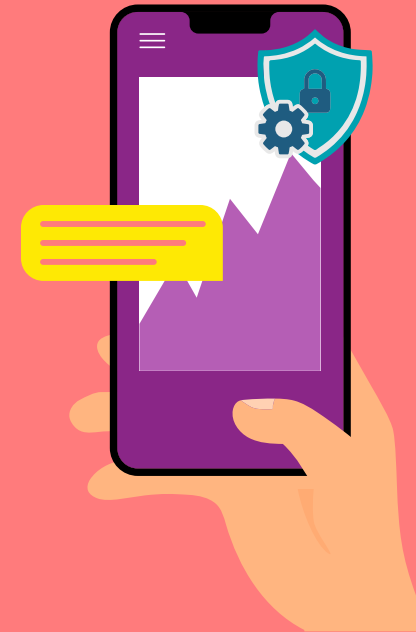
Inclusion in an exclusive, supportive community to ask and answer questions, access experts and teachers, share experiences and network with other small businesses

What do businesses get out of the programme?

- ✓ Expert teaching
- ✓ Tangible takeaway actions to help their business
- ✓ 1 hour of expert 1-2-1 and group mentoring to help build their plan for growth
- ✓ Access to network of small businesses to share questions, challenges and solutions
- ✓ Access to course experts during and beyond the 6 weeks
- ✓ On-going access to mentor network
- ✓ Flexible approach to learning with digital recordings, catch up sessions, done in their own time and all online



The course will include



1

Small Business Strategy

You will learn:

- ♦ How to review your business model and value proposition and understand if it is really working for you
- ♦ Gain a framework for understanding current and future market opportunities to help you continue to make strategic plans
- ♦ Understand the importance of innovation and how you can bring it into your business

2

Customer & Marketing Strategy

You will learn:

- ♦ How to develop a customer proposition to focus your marketing activity
- ♦ Understand the basics of market segmentation and how to best make the most of understanding competitors' activity
- ♦ How to consider new marketing approaches – building a database, targeting new customers, growing spend and loyalty

3

Legal Basics & Sustainable Practices

You will learn:

- ✦ Understanding Legal Structures: You will gain insights into various legal structures available, and understand which structure best suits your business.
- ✦ Contract Essentials: You will understand the fundamental aspects of contracts law, how to create legally binding agreements that protect your business.
- ✦ An introduction to sustainable business practices and how to embed them from the start.

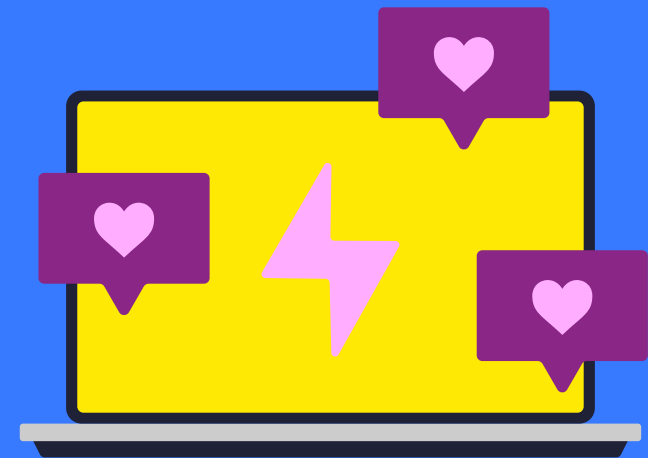


4

Digital Engagement and Opportunities for Innovation

You will learn:

- ✦ The importance of digital skills in driving growth and opportunities for your business
- ✦ Key areas for your business to invest time and money in to maximise the impact of digital for your business
- ✦ Understand the risks associated with digital, e.g. cyber security, and make sure you are prepared and protected



5

Resiliency, Navigating Change, & Exporting

You will learn:

- ◆ Key lessons on building and maintaining a resilient business and what to look out for as signs of resiliency falling down
- ◆ The importance of understanding your business, data and monitoring progress to make good decisions
- ◆ The opportunities exporting can offer as part of long-term resilience and growth.



6

Financial Plan and Growth

You will learn:

- ◆ How to use financial data in your business to make good decisions
- ◆ Understand the importance of cash flow planning to your business
- ◆ Understand options for growth using external finance and an overview of the options available to you



 Small Business Britain

smallbusinessbritain.uk

 @BritainSmallBiz

 Small Business Britain

The xero logo, consisting of the word "xero" in a lowercase, rounded, sans-serif font.

The logo for a.r.u. Peterborough, featuring a stylized white bird (likely a heron) above the text "a.r.u. Peterborough".