



Aston Business School

Centre for Executive Development

FRESH APPROACHES TO DELIVER NEW BUSINESS BENEFITS

Open Programme
Accelerating Entrepreneurial Growth



Success in the 21st century demands innovative products and breakthrough services that create new consumer experiences. Successful entrepreneurs are those who identify and capitalise on the new business opportunities these present in our continuously developing markets.

What is the Accelerating Entrepreneurial Growth programme?

AEG is a robust six-day modular programme designed to develop business leaders' entrepreneurial skills. Created by experts at Aston Business School, this pragmatic programme draws upon world-class research on pioneering entrepreneurs and on the extensive consultancy experience of faculty.

Who is the programme for?

AEG would be of particular benefit to enterprising individuals who wish to develop a comprehensive and rigorous strategy for the future of their enterprises. These include senior managers and management team members of growth orientated firms, as well as leaders of business units within larger entrepreneurial organisations.

What will I gain from the programme?

Accelerating Entrepreneurial Growth will transform organisations by enabling business leaders to:

- > Develop unique peer-tested and expert-critiqued business growth plans
- > Sharpen operations to drive high growth performance
- > Identify processes for building innovative business models
- > Develop measures to create and lead high performance teams
- > Identify and evaluate new opportunities with reference to wider market analysis.

In addition, by refining strategic approaches and honing leadership and management skills, this programme equips participants to transform the growth potential of their businesses, to increase sales and enlarge profits.

Programme Delivery

AEG consists of three two-day modules (Fridays and Saturdays) held at Aston Business School. Devoted to working in partnership with participants, the programme will be conducted in a highly interactive manner, including small-group and one-to-one sessions. Participants will be supported as they apply the programme content to develop entrepreneurial growth plans for their businesses that can be implemented immediately upon programme completion. The programme concludes with a presentation by each participant of their plans to an experienced panel comprised of the AEG faculty team and independent advisors.



Our practical approach:

- > Ensures that learning develops into practice
- > Combines academic research with relevant examples and application
- > Supports the implementation of business plans and the practical application of tools
- > Provides progress support through two scheduled follow-up exchanges that offer guidance and advice for six months following programme completion.



PROGRAMME MODULES

AEG incorporates the fundamental building blocks for the development of a comprehensive business strategy:

Module 1 – Customers

Within this session we will look at innovative ways to expand customer markets, retain the loyalty of current customers and attract new ones.

This session will equip you to:

- > Redefine and exploit your target markets and increase your customer base through innovative practices
- > Identify new opportunities through the systematic adoption/ development of new products and services that offer distributive value
- > Introduce methods to substantially grow your business by capitalising on existing markets and attracting new more profitable customers.



Module 2 – Finance & Performance

Within this session you will explore ways to systematize your core business processes to be more efficient and cost effective.

This session will enable you to:

- > Define key performance measures to drive success and access alternative sources of funding
- > Effectively manage your cash flow
- > Create clear, comprehensive and simple reporting processes
- > Through new processes, drive efficiency throughout the organisation.

Module 3 – Leadership & People

Within this session we will consider personal leadership and how you can create shared vision and set goals that are owned across the business.

This session will empower you to:

- > Effectively communicate the organisation's vision to all of its stakeholders
- > Inspire, motivate and engage key players to deliver higher levels of performance
- > Understand the impact of your management on others
- > Create and foster a culture of learning, innovation and effectiveness.

Faculty

Programme modules will be delivered by faculty from Aston Business School, entrepreneurship experts with long-standing experience of researching and consulting within high-growth organisations across multiple sectors.

About Aston Business School

Aston Business School is a leading UK business school, amongst the top 1% worldwide to hold a triple accreditation from AMBA, AACSB and EQUIS.

We are committed to enabling transformation through world-class research, innovative learning and transformational teaching.

AEG Fees

£2950 per participant.

The fee includes tuition and all programme material, inter-modular coaching, post programme follow-up, and access to marketing and competitive intelligence reports. It also includes venue, lunch and coffee breaks on the module days.

Director Development funding maybe available for businesses within the West Midlands through Business Link



For further information about AEG, as well as other programmes offered by the Centre for Executive Development, please contact:

Maxine Kwofie
Aston Business School
Aston University
Aston Triangle
Birmingham
B4 7ET

Tel: +44 (0)121 204 3273
email: m.kwofie@aston.ac.uk
www.abs.aston.ac.uk