



# LEADERSHIP FOR BUSINESS ACCELERATION



Oifig Fiontair Áitiúil  
Local Enterprise Office



Rialtas na hÉireann  
Government of Ireland

in partnership with



Comhairle Cathrach  
Bhaile Átha Cliath  
Dublin City Council



## Programme Overview:

This Local Enterprise Office Fingal and Dublin City “Leadership for Business Acceleration” Programme provides an exceptional opportunity for SME Owners and Managers to build on the necessary leadership skills and knowledge needed to successfully compete in existing, new and international markets.

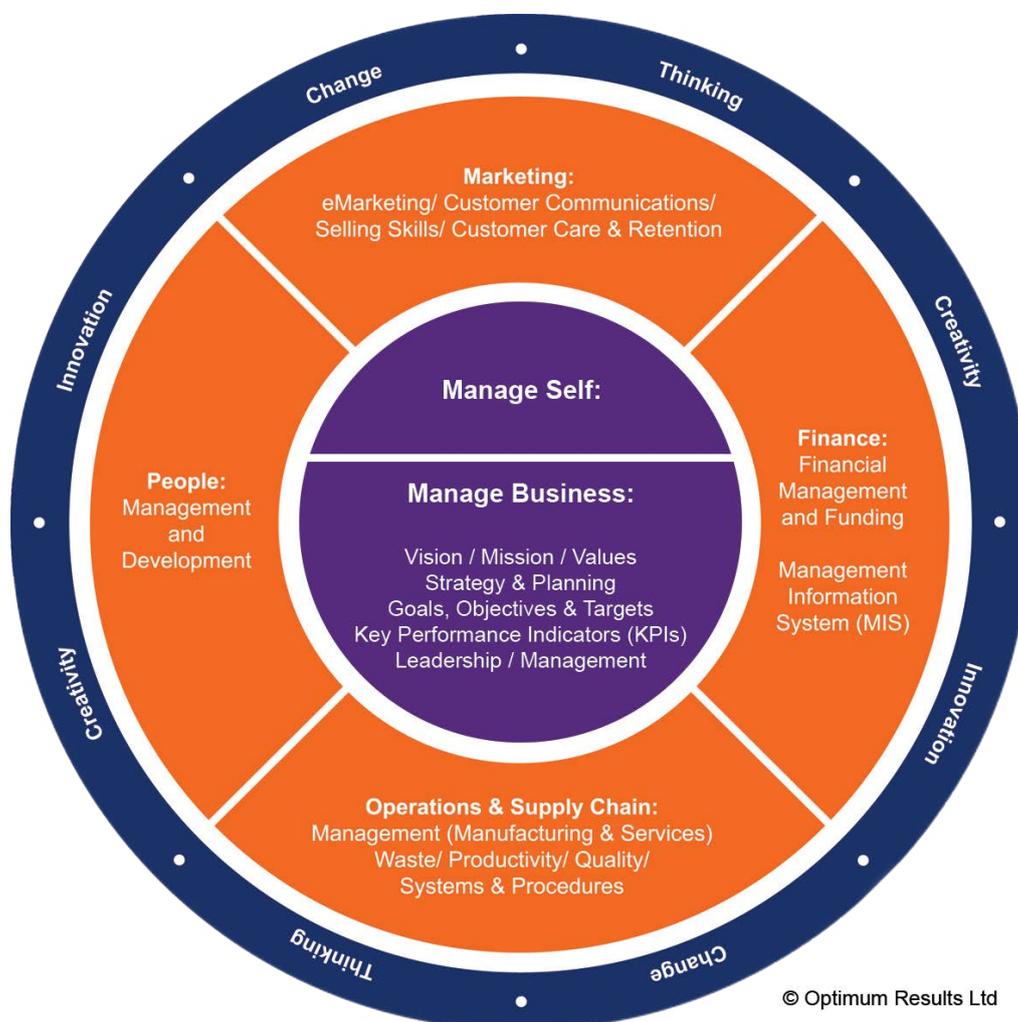
This highly successful “International Best Practice” training programme will run from **September - November 2024** and delivered to small groups by way of onsite skills development workshops and online workshops.

## Programme Delivery:

- Delivered over 3 months by a team of experienced, highly qualified, subject specific experts.
- 12-15 companies.
- 3 x full-day onsite classroom skills development training workshop.
- 6 x 1/2 day online workshop.
- This follows two parallel themes (i) Actions for the Strategic Plan and (ii) Actions for my personal development of the team.
- As with all the Local Enterprise Office Fingal and Dublin City training programme ran by Optimum Results, participants have access to a ‘HELP DESK’ during working hours throughout the programme and for two months following.

## Programme Content

The Local Enterprise Office Fingal and Dublin City training programme is based on the Optimum Results' Holistic Business Model, showing how SME Managers must think in terms of all aspects of the business if they are to implement an effective Growth & Export Strategy. This framework is used for both Analysis and Planning.



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## Approach Starts With:

A pre-training assessment programme which includes learner profiling and participant registration and information gathering, where a three part online self-assessment exercise is completed including:

- I. Current Business Performance Assessment
- II. Ambition & Potential for Growth & Export
- III. Management Competencies & Needs Assessment

## Followed by:

### Module 1: Managing Self, Leadership & Strategic Planning

(Group Full Day, Classroom)

- Programme Overview, Objectives & Outcomes
- Introductions
- Converting Leading into Action & Invoices
- Essentials of Leadership for Growth, Development & Profitability
- Effective Strategic Planning & Implementation
- The Holistic Business Model

### Module 2: Marketing A – Target Markets and Value Proposition

(Half Day Online)

- The Business we are in and the Solutions we provide?
- Profiling Target Markets & Customers (segmentation)
- Defining our Competitive Advantage
- The Message / Value Proposition / USP

### Module 3: Marketing C – e-Marketing and e-Commerce

(Half Day Online)

- Trends in SME Business Technology
- e-Marketing and e-Commerce
- Effective social media Sales & Marketing
- 10 Tips & Tools to improve your e-Commerce.

### Module 4: Marketing B – Acquiring Customer, Customer Care, Networking

(Half Day Online)

- The foundation stones of Marketing for Small Businesses
- Acquiring Customers, growing sales
- The power of Customer Care, validating satisfaction
- Optimising the Customer Relationship
- Networking, Trade Shows & Exhibitions

### Module 5: Financial Management

(Group Full Day, Classroom)

- Financial Performance Analysis
- Reading & Understanding Financial Information
- Managing Cash Flow & Profitability
- The Leader's Dashboard, KPIs & MIS
- Strategic Financial Planning
- Sources of Funds

### Module 6: Managing Self & Personal Development

(Half Day Online)

- Managing and motivating self/ personal development
- Leadership and the Organisation culture
- Effective communication, rapport and relationship building
- Leading & Developing people
- Building teams and motivation

### Module 7: Managing & Developing People

(Half Day Online)

- Business is about People & Relationships
- Recruitment & Induction
- Training & Development
- Important elements of Employment Law

### Module 8: Systems, Innovation & Evolution

(Half Day Online)

- Effective & efficient Systems to optimise productivity (all sectors)
- Defining Quality and Managing Costs
- Waste, Decarbonisation & Sustainability
- Evolving your Business Model
- Technology, KPIs and Management Information
- Inform your Customers about your Green Programme

## Module 9: Programme Review, Guest Speaking, Strategic Growth & Development Plan

(Group Full Day, Classroom)

- Programme Key Points Revision & Summary
- Guest Case History “If we were doing it all again” / Q&A & Discussion
- LEO Speaker: Linking your Growth Strategy with LEO Supports & Assistance
- Finalising your Strategic Growth & Development Plan
- Plan Implementation & Team Involvement
- Ensuring the continuation of the Growth Journey & Personal Development

**One-to-One Programme Mentoring – Optional Extra** | **The Optimum Results’ HELP DESK**

The training style and nature will be practical, relevant, fast moving and enjoyable. Very much that of facilitated learning using the participants case histories and examples.

### Programme Outcomes:

- Strategic Plan for Leadership for Business Acceleration (with a strong emphasis on implementation)
- ETF “Advanced Certificate in SME Strategic Management” awarded to those who submit a Leadership for Growth Plan with an award ceremony in December 2024

### Programme Fees

€250pp

### Booking

To reserve your place visit [Localenterprise.ie/Fingal](https://localenterprise.ie/Fingal) or if you have any queries please contact [helenahumphries@leo.fingal.ie](mailto:helenahumphries@leo.fingal.ie) or call us on 01 8900 800

### Date & Location

- Tuesday 17th September – Full day onsite – Skylon Hotel, Drumcondra
- Tuesday 24th September - 1/2 day online
- Tuesday 1st October - 1/2 day online
- Tuesday 8th October - 1/2 day online
- Tuesday 15th October - Full day onsite – Skylon Hotel, Drumcondra
- Tuesday 22nd October - 1/2 day online
- Tuesday 29th October - 1/2 day online
- Tuesday 5th November - 1/2 day online
- Tuesday 12th November - Full day onsite – Skylon Hotel, Drumcondra



## About The Trainers

Optimum Results is an international award winning specialist SME Training & Consultancy firm which builds the skills of Owner Managers to optimise the potential of their businesses. Operating to ISO9001:2015 standards, we have a fulltime team of 22 people, 18 subject expert Associates and a wide network of sector specific partners.

For 28 years we have delivered tailored services to more than 30,000 clients (250,000+ including online services) across 22 Countries. The Optimum Results' Management Development Programmes have been peer reviewed by the European Union's Training Foundation (ETF) and classified as being "International Best Practice".

## “IMPROVING THE PERFORMANCE OF ORGANISATIONS THROUGH IMPROVING THE PERFORMANCE OF PEOPLE”

[www.OptimumResults.ie](http://www.OptimumResults.ie)

[www.SeamsCloud.com](http://www.SeamsCloud.com)

[www.CustomerPerceptions.ie](http://www.CustomerPerceptions.ie)

