



Inspiration for Growth Programme

Businesses based within Cambridgeshire have the opportunity to gain support focused on the needs of potential high growth Businesses. This inspirational free programme includes a number of business support workshops and the opportunity to undertake a 1:2:1 business advice session with an experienced adviser from St John's Innovation Centre, who specialise in supporting high-growth and high-tech businesses.

The **free workshops** take place with a group of like-minded businesses and include a networking lunch.

Date	Title	Location
24 September 2010 11.00 – 14.00	Mergers and Acquisitions	St John's Innovation Centre
Failing to maximise the exit value of your business could cost you dear. This workshop will provide practical insights to help you evolve your strategy and understand how your business will be valued. You need a plan from the outset to groom the business to build value and if that includes acquisitions – how do you find them, negotiate them and make them work? Finally how do you go about selling your company for maximum value?		
29 September 2010 11.00 – 14.00	Presenting with Confidence	Claret Centre, Buckden Towers, St Neots
Do you wish you had more confidence when it comes to making a positive impression? This fun and interactive session will incorporate psychological knowledge to help you confidently make more positive and lasting impressions. From preparations and props, to body language and dress codes, you will learn the tips and techniques you can use in order to give yourself the edge...every time.		
8 October 2010 11.00 – 14.00	Customer Service- Make sure they come back!	St John's Innovation Centre
Research has established what is important to customers. This workshop will use examples of your own business organisation to contextualise and put into perspective your own performance. To coincide with National Customer Service Week learn what good customer service looks like and evaluate your experiences from the good, to the bad to the ugly.		
19 October 2010 17.30 – 20.00	Marketing Strategy: How to achieve lasting growth and higher margins	E-space North, Littleport
This workshop will explore the process of creating a marketing strategy, how you can turn your technology into products that satisfy the needs of real customers and how you can use market networks to your advantage.		
29 October 2010 11.00 – 14.00	Market Research in 4 Hours	St John's Innovation Centre
You don't have time to spend weeks or months on market research? In this workshop you will learn how to define relevant research objectives, identify new prospects, understand your customers and ensure every email and interview delivers. You will also discover how to select the best approach and extract value from your hard-earned data.		



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12 November 9.00 – 13.00	Employment Law – Legal aspects of recruitment	The Priory Centre, St Neots
Are you aware of the contractual issues to be addressed when considering flexible or fixed term working, or recruiting under flexible contracts? This workshop will give an update on the legal aspects of recruitment, with a focus on the key issues to be addressed when recruiting staff.		
16 November 2010 17.30 – 20.00	Preparing for Year End	South Fens Business Centre, Chatteris
Do you know what your accounts mean and how to use them to help grow your business and improve profitability? This workshop will look at what you need to do as you approach the end of your trading/business year, including the preparation of your accounts and minimising any tax due.		
26 November 2010 9.00 – 13.00	Recruiting the Right Staff	St John's Innovation Centre
Recruiting the right staff requires a well-designed, robust and cost effective selection process. This group coaching session will teach you to define the job role and expertise required, identify existing strengths, identify the skills gaps, and identify good sources of candidates.		
8 December 2010	Marketing Your Technology Innovation – Getting It Right First Time	St John's Innovation Centre
What parts of my product should I sell, and to whom? This small group workshop with experienced business advisers involves a process by which innovative entrepreneurs focus on optimising their market strategy. Using a structured methodology and interactive tool, entrepreneurs developing a new technology product will work through answering this fundamental question.		
17 December 2010 9.00 – 13.00	Growing a Team	St John's Innovation Centre
This interactive group coaching session will teach you how to: assess team strengths and weaknesses, integrate new members quickly, manage the different stages of team development, tackle issues effectively, and develop a communication framework.		

To reserve a place at a workshop please visit www.stjohns.co.uk/events or contact events@stjohns.co.uk

St John's Innovation Centre can offer you a **free business review** with one of their experienced, independent business advisers. The review will take around 2 hours, expert advice will be offered, and you will be signposted to other relevant sources of information, advice or funding. To book an appointment with an adviser please contact Miranda Edwards on 01223 421988 or medwards@stjohns.co.uk

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