

BWS Business Growth Programme - Edinburgh

The inaugural BWS Business Growth programme had taken place in Edinburgh, March 2019. The first programme had 10 businesses participating in the programme, all at different stages and from different business sectors.

“ **Yvonne Greeves - Head of Women in Business for NatWest & Royal Bank of Scotland & Ulster Bank.**

The Royal Bank of Scotland is proud to have supported the first Business Growth Programme delivered in partnership with Business Women Scotland. It was an incredible week and we met many inspirational business women who are looking to grow their business and create jobs and impact for the Scottish Economy. We felt it was important to offer this bespoke support through Business Women Scotland and look forward to hearing about the future Growth of the businesses that have participated.



Rickie Tank - co founder of Home Help Me Care Ltd

I have spent the week with BWS attending the growth programme in Edinburgh, A great programme, some of the information I already knew but I had forgotten and it is great to remember, revitalise, energise and take this information back to my team.

Bronagh Power - Trustee with Smart Works

I have thoroughly enjoyed the BWS Growth Programme, even though I have an MBA and have been involved in formal business education for most of my professional life, I have found the course really refreshing, I have met female entrepreneurs who are very inspiring, we have received expert guidance and also really practical guidance and I am very confident that we will all be able to put to good use. So I would encourage anyone whatever you. So I would encourage anyone whatever your background and whatever stage you are in business and would encourage you to apply it is a really worthwhile thing to do.

Celia Joicey - Director of Dovecot Studios

I have thoroughly enjoyed the whole programme and I feel it has given me the necessary insight, self awareness and motivation to progress Dovecot's business plan to the next stage – and a great new network of inspiring women too. Your programme has provided something that doesn't exist for cultural not-for-profit enterprise, setting it side-by-side with other entrepreneurial business. Yet cultural enterprise is definitely an area that can provide innovation, growth and create jobs in Scotland in future. It was a privilege to be part of your first cohort so thank you again for offering me this opportunity. ”



The next programme will be in
Aberdeen - 4th - 6th of June 2019



2 Days of Workshops - 4th - 6th June 2019

Craigevar Room, Royal Bank of Scotland, 2 Marsichal Square,
Aberdeen AB10 1BL

BWS
BUSINESS
GROWTH
PROGRAMME

DAY 1

09:30 arrival for coffee | 10:00 am first programme | Lunch | 1:30pm - 3:30pm 2nd programme

- Understanding My Market
- Aim of Day – Understand Strategic Vision for Business and start to formulate a 2 year plan
- 2 minute Introduction to your business
- Understanding your current Business proposition – SWOT Analysis – Strengths, Opportunities, Weakness & Threats
- Understanding your customer
- Position your business for growth
- Aim of day – Understand your position in the market and how to capitalise on this for optimum business growth.
- Session will focus on marketing your business and understanding your supply chain
- Is your business digital proof?



DAY 2

09:30 arrival for coffee | 10:00 am first programme | Lunch | 1:30pm - 3:30pm 2nd programme

- Getting your business financially ready
- Aim of the day – Understand the various financial options available to successfully and sustainably grow your business
- Day will explore organic growth, traditional lending through to Venture Capital funding and the advantages and pitfalls of each option.
- Building your team
- Aim of the day – Roadmap for building your team for optimum growth
- What makes a successful team and how can you replicate this in your business
- Roadmap your virtual and physical team
- Are you board ready?



DAY 3

09:30 arrival for coffee | 10:00 am first panel presentation | Lunch | 3:30pm finish

- Meet the panel
- Aim of the day – Pitch your business to a panel of successfully professional.
- The panel brings a wealth of skills experience and advice for the business owners. The role of the panel is to listen to each pitch and think of ways to provide support to help each individual grow their business and take to the next growth level.
- You will be required to pitch your business to the panel for 5 minutes followed by a further 10 minutes of Q&A's.
- Panel members will provide written feedback and pledges of help where appropriate.
- We will follow the pitches with a lunch and Certificates to show that you have completed the programme.



This support is fully funded meaning there's no cost to your business.

You will then join our BWS Business Growth programme Alumni and have the opportunity to reconnect with each other virtually and physically through our Live Events.

www.bwsltd.co.uk