



Introducing Sandwell Business Boost

Business support to future proof your business

The past few years have provided a series of unprecedented challenges for businesses that have placed many leaders into the role of firefighter, putting out fires as they arise. We are pleased to introduce Sandwell Business Boost, which is designed to help you take time out

from the day-to-day pressures and plan for future growth. This is an opportunity to gain valuable business knowledge and sharpen the skills that will take your business to the next level. And, all at no financial cost to you.



Plan for Success

Large businesses use external advisers regularly, but small businesses often shy away from external advice for a variety of reasons: time, cost and trust amongst them. However, research* has consistently shown that business support has a significant positive impact on small and medium enterprises, including:

Benefits of business support



> Increased growth

Business advice facilitates the growth and expansion of businesses, helping to find new customers, move into new markets and increase profits and employment.



> Enhanced innovation

Access to advice and support encourages innovation, resulting in new products, services, as well as better ways of working which leads to cost-saving and greater efficiency.



> Greater resilience

Expert guidance helps identify and manage business risks, helping to increase resilience in the face of economic downturns and crises.



> Improved longevity

Businesses that receive business support services are more likely to thrive in the long term than those who don't.





Sandwell Business Boost

What's on offer...

Sandwell Business Boost offers a two stage, high-quality approach that is proven to have a positive impact on businesses:

- ✓ **A series of three Business Planning Workshops**
- ✓ **Bespoke one-to-one support**

The business advice is tailored to meet your business' specific needs, combining future planning for success with practical help and guidance to resolve more specific challenges.

Our advisers are highly experienced business leaders who have helped scores of businesses to flourish. They also are not afraid to roll up their sleeves to help in any way they can.

"For all types of SMEs from startups to established companies, business advice and guidance can make a world of difference".





The workshops

The Business Planning Workshops are designed to inspire and stimulate fresh perspectives, help you take stock, learn from other leaders facing similar issues, and consider the future destination for your business. They provide the perfect foundation for developing an effective plan to deliver your aspirations.

The workshops will help you to:

- Develop a compelling and exciting vision for the future of your business
- Set clear and ambitious goals to achieve your aspirations
- Develop a scalable and profitable business model
- Create an action plan to guide daily actions and maximise your resources
- Identify the funding and support needed to support implementation

One-to-one consulting

Because your business is unique, our advisers will tailor their advice to meet your business's specific needs, following your lead on how they can best support you.

Do you need help with one, defined project? Our advisers can help with that. Are you wondering how to grow your business and where to start? They can help with that as well. Do you prefer your advice short and sharp? How about a one-hour session? Do you have any practical business challenges you need help to resolve? Our advisers will help you find answers and plan for the future.



Our advisers

Colin Bell and Maddison Walker will lead the programme. They will be supported by a team of specialists that cover the full spectrum of business disciplines, so we will be able to provide you with support no matter what the need is, from digital technologies to marketing and recruitment.



Colin Bell

Drawing on over 25 years of experience, Colin has a track record of starting and scaling several businesses as well as leading the transformation of private and public sector organisations. He has an incredible sense of determination to make things happen, whilst trying to have a positive impact on the world. He does this by keeping things simple – even when he’s in a space that is overwhelmingly complex, he makes sense of it and talks about it in a way that people can relate.



Maddison Walker

Maddison is an experienced business adviser and project manager with passion for, and a long track record of, supporting small businesses. She quickly builds a clear understanding of the challenges they face and can draw on her practical experience to ensure the support makes a positive difference and delivers what it sets out to achieve..



Registration and eligibility

Registration

To take advantage of this fantastic opportunity, please register your interest with the Sandwell Business Growth Team (link below) as soon as possible. The registration is straightforward and only requires you to provide us some basic information about your business.

www.sandwellbusinessgrowth.com/grow/boost

Once you register, we will get in touch to discuss your involvement and answer any questions before the official start.

Congratulations on taking the first step to making your business more efficient, more resilient and more productive.

Eligibility

The programme is open to all businesses that trade in Sandwell – large, small and in-between. The programme will run for six months in two groups:

Group 1 start date:

Autumn 2023

Group 2 start date:

January 2024