

Up to £1000 of funding is available to eligible business leaders

COMPASS FOR GROWTH

Set the direction for leading your business through growth



**Are you a North West business leader
with aspirations to grow?**

‘Compass For Growth’ is about helping you achieve your business and personal ambitions. It is centred entirely on the reality of your business – your current challenges, your opportunities, your future goals and ambitions. Because of this, the benefits you gain will be unique to you and your business. At the end you will have a clear strategy and compass action plan for growth.

“Business growth is a journey...you need to lead the way.”

‘Compass For Growth’ provides a unique opportunity for you to step back from the day-to-day demands of running your business. It helps you to think about the issues and options for business growth. At the end you will have a clear growth strategy and an action plan to take you forward.

How will I benefit from the programme?

The benefits you gain from your Compass experience will depend on your particular business situation.

Typical benefits include:

- *Faster and more managed growth
- *A more valuable business
- *A robust and rigorous plan
- *Improved profitability
- *Greater clarity over your personal goals and drivers
- *More effective leadership and improved management skills
- *More confidence, more focus, more energy
- *Greater confidence in the future

How does it work?

Compass is built around three half-day workshops and two individual coaching sessions which guide you through the three key elements of your growth strategy:

Where are you now? Where are you going? How do you get there?

These elements link to two main themes:

- identifying and maximising profitable market opportunities
- managing your people through change to grow

You also receive two individual coaching sessions to discuss the development and implementation of a growth strategy for your business. Working in a small group with others, there are opportunities to share experience and good practice.

The programme runs over 6 weeks. In between the workshops you will be developing your own strategy for your business and making immediate improvements.

Are you a business leader based in the North West?
Have you aspirations to grow your business?
Do you employ between 2 and 249 people?
Then you may be eligible for funding of up to £1000 to meet the costs of this programme.

Compass For Growth workshops are available across the North West. Please contact us for more details about your local programme.

To talk to us call:
Julie on 0800 756 5567 or
Anita on 01772 679154

Meet the Compass for Growth Coaches

ANITA WILD. Anita Wild has run her own business for the past 11 years. She has extensive experience and qualifications in Organisation Development, Management & Leadership Development, and Coaching. Her passion is supporting leaders to make a real difference to their organisations. Her clients include: Unilever UK, Bakemark UK, Lancashire Probation Trust, Danbro, Blackpool Volunteer Centre & Surestart.

“My development journey with Anita has enabled me to develop strategies and systems that led to Danbro being awarded several quality and development standards and achieving four prestigious business awards. Danbro is now one of UK’s fastest growing companies.”
Emma Hollindale, Quality and Development Manager, Danbro

JULIE HOUSBY. Julie is a qualified marketer and works with leaders looking to identify and grow their most profitable business opportunities. She believes in creating a lasting legacy with her clients, helping them to build strategies that make a real difference to their future business success. Julie runs her own business, is an approved associate to Lancashire Learning Consortium, sits on the board of a tourism association and is founding Director of a regional co-operative.

“Julie helped us to clearly focus and identify what made our business both unique and remarkable. We were able to articulate this to the judges at the recent ‘Be Inspired Business Awards 2011’ where we went on to win Tourism Business of the Year.”

Lesley Yates, Business Owner, Canal Boat Cruises

COMPASS for Growth costs £2,000 per leader. However you may be eligible for funding of up to £1,000 to meet the costs of this programme.