

### What is Help to Grow?

- In the March 2021 Budget, the Chancellor announced the new, UK-wide ‘Help to Grow’ schemes, to help small businesses across the UK learn new skills, reach new customers and boost profits.
- Help to Grow: Digital aims to support up to 100,000 SMEs over three years with online advice and guidance, as well as a voucher for software to help them save time and cut costs.
- Help to Grow: Management is an intensive UK-wide training programme that aims to support up to 30,000 SMEs to boost their leadership and management capability, learn new skills and drive growth .

### What is Help to Grow: Management?

- Developed in partnership with industry, this new leadership and management training programme is designed to be manageable alongside full-time work.
- The programme is delivered by the UK’s leading schools that have Small Business Charter accreditation – this provides assurance that the schools have a proven track record in delivering programmes to SMEs.
- The programme is delivered through a combination of virtual webinar sessions, peer-networking calls and face-to-face case study workshops. Participants also receive ten hours of 1:1 support from a business mentor apply what they have learnt to their business. By the end of the course, participants will have developed a Growth Action Plan that is uniquely tailored to help them lead and grow their business.
- Following completion of the programme, businesses gain access to expert advice through the alumni network.
- The course is 90% funded by the government, with a one-off fee of only £750.

### What do businesses learn?

<p><b>Part 1 – Strategies for Growth and Innovation</b></p> <p><u>Module 1</u> – Strategy and Innovation</p> <p><u>Module 2</u> – Digital Adoption</p> <p><u>Module 3*</u> – Internationalisation &amp; Winning New Markets</p>	<p><b>Part 2 – Engaging with Customers</b></p> <p><u>Module 4</u> – Vision, Mission and Values</p> <p><u>Module 5</u> – Developing a Marketing Strategy</p> <p><u>Module 6*</u> – Building a Brand</p>
<p><b>Part 3 – Building a Sustainable and Agile Business</b></p> <p><u>Module 7</u> – Organisational Design</p> <p><u>Module 8</u> – Employee Engagement and Leading Change</p> <p><u>Module 9*</u> – High Performance Workplace</p>	<p><b>Part 4 – Operations and Financial Strategies</b></p> <p><u>Module 10</u> – Efficient Operations</p> <p><u>Module 11</u> – Finance and Financial Management</p> <p><u>Module 12*</u> – Implementing Growth Plans</p>

\* = case study workshop

### What do businesses get out of the course?

- As well as developing the Growth Action Plan, the course gives businesses the opportunity to:
  - Be aware of the factors that **drive productivity and growth** and what this means for their business
  - Commit to **responsible business practices** including how to create an inclusive workplace.
  - Understand how to **innovate their business model** and consider how to **adopt and invest in new and digital technologies**.
  - Develop their **leadership and management skills**, enhancing employee wellbeing and engagement.
  - Identify key **domestic and export markets** for their business and developed strategies for **market segmentation, positioning and targeting**.
  - Develop strategies to improve **operational efficiency**.
  - **Collaborate with other businesses** to develop their business strategy.

### Who can benefit from Help to Grow: Management?

- UK-based businesses from across all sectors are welcome to apply.
- To be eligible, businesses must have between 5-249 employees and have been operating for more than one year.
- The attendee should be a decision maker within the business (e.g. CEO, Finance Director, Managing Director).

### How can businesses sign up?

- To find out more and to register for a nearby course, businesses can visit [www.gov.uk/helptogrow](http://www.gov.uk/helptogrow).