

## Business Ready Workshop Programme – Summer 2017

Owners of successful growing technology and knowledge based businesses recognise that in order to grow their business, they need to:

- develop their own wider business skills
- fill skills gaps through the training or recruitment of staff
- understand the wider business environment and markets to assess risks to the business
- recognise the impact of wider market and regulatory change
- ensure that new products are successfully launched and sold
- raise and manage funds to support business growth
- retain and effectively manage talent in the business

These skills development needs range from some of the “hard” skills such as managing finance in the business through to the “softer” skills around team dynamics or managing people in the workplace.

The newly launched Business Ready workshop programme has been designed and contextualised to meet the known needs of our client base and their employees.

If you wish to further develop the skills and expertise within your business, then please take advantage of this high quality workshop programme designed to support the growth ambitions of your business:

### **Building Your Team**

**Venue:** Binley Innovation Centre, Harry Weston Road, Binley, Coventry CV3 2TX

**When:** 25<sup>th</sup> May 2017, 9.15-12.30

<https://www.eventbrite.co.uk/e/building-your-team-binley-coventry-registration-33891478324>

### **Managing Stress in the Workplace**

**Venue:** Business Innovation Centre, Binley Business Park, Harry Weston Road,  
Binley, Coventry, CV3 2TX

**When:** 25<sup>th</sup> May 2017 – 1.15 – 4.30pm

<https://www.eventbrite.co.uk/e/managing-stress-in-the-workplace-binley-coventry-registration-34026247422>

### **Digital Marketing B2B**

**Venue:** Eliot Park Innovation Centre, 4 Barling Way, Nuneaton,  
Warwickshire CV10 7RH

**When:** 21<sup>st</sup> June 2017, 9.15-12.30

<https://www.eventbrite.co.uk/e/digital-marketing-b2b-nuneaton-registration-34026954537>

### **Effective Finance Tools**

Venue: Rural Innovation Centre, 7 Eastgate, Stoneleigh Park, Kenilworth. CV8 2LG

When: 22 June 2017, 9.15-12.30

<https://www.eventbrite.co.uk/e/effective-finance-tools-registration-33991580733>

## **Introduction to Agile Project Management**

Venue: Warwick Innovation Centre, Warwick Technology Park, Gallows Hill Warwick. CV34 6UW

When: 28 June 2017, 9.15-12.30

<https://www.eventbrite.co.uk/e/agile-project-management-registration-33988140443>

## **Getting your product to market**

Venue: Warwick Innovation Centre, Warwick Technology Park, Gallows Hill, Warwick CV34 6UW

When: 28<sup>th</sup> June 2017, 1.15 – 4.30 pm

<https://www.eventbrite.co.uk/e/taking-a-product-to-market-registration-33994095254>

## **Essential Sales Skills**

Venue: Business Innovation Centre, Binley Business Park, Harry Weston Road, Coventry. CV3 2TX

When: 5<sup>th</sup> July 2017, 9:15 -12:30pm

<https://www.eventbrite.co.uk/e/effective-selling-skills-binley-coventry-registration-33994714105>

## **Introduction to Risk Management**

Venue: Binley Innovation Centre, Harry Weston Road, Binley, Coventry CV3 2TX

When: 5 July 2017, 1.15-4.30

<https://www.eventbrite.co.uk/e/risk-management-binley-coventry-registration-33995146398>

## **Developing a Unique Proposition for your business**

Venue: Venture House Business Centre, Avenue Farm, Off Birmingham Road,

Stratford upon Avon. CV37 0HR

When: 11<sup>th</sup> July 2017, 9.15 – 12.30pm

<https://www.eventbrite.co.uk/e/developing-a-unique-proposition-for-your-business-stratford-upon-avon-registration-34100049165>

## **Developing and implementing a strategic marketing plan**

Venue: Venture House Business Centre, Avenue Farm, Off Birmingham Road,

Stratford upon Avon. CV37 0HR

When: 11<sup>th</sup> July 2017, 1.15 – 4.30pm

<https://www.eventbrite.co.uk/e/developing-and-implementing-a-strategic-marketing-plan-stratford-upon-avon-registration-34026539295>

## **Business Planning for Growth**

**Venue:** Rural Innovation Centre, 7 Eastgate, Stoneleigh Park, Kenilworth. CV8 2LG

**When:** 19<sup>th</sup> July 2017, 9.15 -12.30

<https://www.eventbrite.co.uk/e/business-planning-for-growth-rural-innovation-centre-stoneleigh-park-registration-34069142723>

The full list of workshops can be found at <http://www.business-ready.co.uk/events/>

Places are limited for the FREE workshops, so please book early to guarantee your place through the Eventbrite links or via [businessready@uwsp.co.uk](mailto:businessready@uwsp.co.uk) or 024 7632 3121

\* These workshops are delivered as part of the Business Ready programme to support tech based and knowledge intensive small businesses based in the Coventry & Warwickshire LEP area. This project is part funded by the European Regional Development Fund, forming part of the Coventry & Warwickshire Business support programme