

# Business Start Up Workshops

This series of five workshops are aimed at those looking to start a business and will also be very useful for the self employed wanting to structure their offering or small businesses seeking to refresh their plans. The sessions can be booked as a complete course or you are able to book individual courses that have the most relevance for your stage of business.

## 1. Thinking about starting in business

Tuesday 28 June, 6pm-9pm - Barnstaple

Are you at a crossroads and thinking about a different direction?

This lively interactive workshop gives you the chance to explore self employment and see if running your own business might be for you!

It includes - the pro's and con's of self employment, balancing with home life, personal survival finances, characteristics of an entrepreneur, thinking of and choosing a business idea, looking at the considerations of starting from scratch, buying an established business or looking at a franchise. Starting your journey – the next steps.

## 2. Developing your idea – doing the market research

Tuesday 5 July, 6pm-9pm - Barnstaple

A practical workshop exploring your potential market, how big is it, taking your share, find out about your competitors, testing the market, identifying potential customers, what do they want and how much will they pay.

## 3. Will it Work – The finances

Tuesday 12 July, 6pm-9pm Barnstaple

Putting numbers (£'s) to your market research, setting sales targets, are they achievable, identifying your business costs, how much profit do you need, securing enough sales to pay business costs and make a profit, sales methods.

## 4. Securing the Money you need

Tuesday 19 July, 6pm-9pm - Barnstaple

Selling your idea, securing enough money to do what you want to. Where will you find it, loans and grants, how to pitch. Keeping track of the in's and out's (doing the accounts).

## 5. Your plan for finding customers and thinking about the legal bits

Tuesday 26 July, 6pm-9pm - Barnstaple

Build a cost effective plan for finding and keeping customers, what are you going to do and when, measuring what works, keeping up the momentum and spreading the word (the marketing bit)!

Thinking about the legal bits, considering business structure and types, tax and national Insurance, premises, do you need a licence, what kinds of insurance do you need and .....more!

**For those in Leader4 area - £15 per individual workshop or £60 for the complete course of 5 workshops**

**For other businesses/start ups - £30 per individual workshop or £120 for the complete course of 5 workshops**

To be eligible for a subsidised place on the enclosed training courses you must meet the following criteria:

- Your organisation must be based in the Leader4 area

Note: The Leader4 area includes all of rural Torridge and North Devon districts excluding the six central wards that make up Barnstaple Town (Pilton, Yeo Vale, Forches & Whiddon Valley, Newport, Longbridge and Central Town)

- Your business must have less than 10 full time employees or you are looking to start up a business.

If you do not meet the above criteria there is still the opportunity for you to attend based on fees at the full cost and subject to availability. Please contact Kristy Webbe on 01237 426 426 or email [kwebbe@northdevonplus.co.uk](mailto:kwebbe@northdevonplus.co.uk)



# Training for Business Excellence

## Training Programme Summer 2011

See inside for a wide range of courses to start, grow and develop your business.

Subsidised places available – see back page for further information.



The European Agricultural Fund for Rural Development: Europe investing in rural areas

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DEVON

### GET STARTED WITH SOCIAL MEDIA

Tuesday 28 June | Braunton | 10am-4pm  
One Day Training Course

This session gives you an insight into how social media can work for you and will provide you with support in setting up the main social media accounts. You will leave with notes that help to fully customise your social media and hints and tips sheets on using the media in your real world settings.

**Cost for eligible business in Leader4 area**

£30.00 including lunch

**Costs to other businesses** £80.00 including lunch

### PLANNING YOUR MARKETING ACTIVITY

Wednesday 29 June | South Molton | 9.30am-4pm  
One Day Training Course

This course will help you to plan your marketing activities to make best use of both your time and money. It will look at planning models, marketing methods, budgeting, time management and how to evaluate what methods are working best for your business.

**Cost for eligible business in Leader4 area**

£30.00 including lunch

**Costs to other businesses** £70.00 including lunch

### SELF MANAGEMENT

Thursday 30 June | South Molton | 10am-4.30pm  
One Day Training Course

Effective self-management can totally transform your life and your business. In today's increasingly complex working environment, it is vital to work smarter and not harder. In this course we look at your business style and personal goals, your time management, how you can run really effective meetings that produce results, how to keep control of your paperwork and electronic media, how to create a framework for the working week and how to delegate effectively and confidently to achieve long-term success.

**Cost for eligible business in Leader4 area**

£30.00 including lunch

**Costs to other businesses** £75.00 including lunch

### INSPIRING INNOVATION – MAKING IT HAPPEN

Tuesday 5 July & Wednesday 20 July  
Bideford | 10am-4pm | Two Day Training Course

Product development and Innovation are the life blood of any business. Whether you are developing a brand new idea or simply aiming to reduce costs you need a new product development (NPD) process to succeed. This

professional 2 day course will help you to significantly improve your NPD processes. It will guide you step by step through the processes required to minimise risk and maximise potential success. The course provides knowledge transfer that would otherwise take you years to acquire; you'll learn about concept development, market opportunities, design and innovation, test marketing, pricing strategies and much more. Your course tutor is J Margaret Hiles DipM FCIM from Veromar – strategic marketing. Margaret has extensive experience of developing new products for multi national organisations and understands how the principles can be applied by SME's to develop their businesses.

Designed for senior managers or owner managers of growing businesses; if you're serious about developing your business and fit the criteria, then this course is a 'must have.'

**Cost for eligible business in Leader4 area**

£60.00 including lunches for both days

**Costs to other businesses** £200.00 including lunches

### PUTTING YOUR MARKETING INTO ACTION

Wednesday 6 July | Ilfracombe | 10am-4.30pm  
One Day Training Course

This course will look at getting your message out for free as well as providing hints and tips for writing press releases. It will look at leaflets and literature, websites, direct mail and networking

**Cost for eligible business in Leader4 area**

£30.00 including lunch

**Costs to other businesses** £70.00 including lunch

### SALES AND CUSTOMER CARE

Thursday 7 July | Bideford | 9.30am-4.30pm  
One Day Training Course

The morning session will look at making confident sales via the telephone and face to face, making successful pitches, making time for sales and how and when to follow up. The afternoon session will look at how to define your customer, good communication, handling complaints and the life time value of your customer.

**Cost for eligible business in Leader4 area**

£30.00 including lunch

**Costs to other businesses** £70.00 including lunch

### HUMAN RESOURCES – MANAGING STAFF THE EASY WAY

Tuesday 12 July | Barnstaple | 10am-4.30pm  
One Day Training Course

Success in business today is about PEOPLE PEOPLE PEOPLE. They are your biggest assets and time spent developing and caring for your teams is absolutely vital. In this course we take an overview of areas you need to be aware of when managing your people. We take a look at employment law, taxation and getting professional advice, conflict resolution, discipline and grievance, taking on new staff, appraisals, incentivising, training and changing job roles.

**Cost for eligible business in Leader4 area**

£30.00 including lunch

**Costs to other businesses** £70.00 including lunch

### EFFECTIVE LEADERSHIP

Wednesday 13 July | Barnstaple | 10am-4.30pm  
One Day Training Course

Leadership is a true discipline and those that take time to master this vital skill will be well on the way to business success. This course will help you to understand how to recognise good leadership and embed key skills into your working life. We will look at good communication, team and individual motivation, planning for change, successful problem solving, good decision-making, effective delegation and how to create a positive company culture that reflects your core values.

**Cost for eligible business in Leader4 area**

£30.00 including lunch

**Costs to other businesses** £75.00 including lunch

### SEARCH ENGINE OPTIMISATION

Thursday 14 July | Barnstaple | 10am-4pm  
One Day Training Course

Find out how search engines work and how to get your website climbing up the rankings in Google. Packed full of hints and tips and practical ways to increase your website's visibility.

**Cost for eligible business in Leader4 area**

£30.00 including lunch

**Costs to other businesses** £80.00 including lunch

### WEB HEALTH CHECK

Tuesday 19 July | Braunton | 10am-4pm  
One Day Training Course

How to get the most from a website; this session will provide businesses with an opportunity to reflect on their

own website and to come up with an action plan to improve their site. The session includes skills development in basic webmaster knowledge, image manipulation and video upload.

**Cost for eligible business in Leader4 area**

£30.00 including lunch

**Costs to other businesses** £80.00 including lunch

### PROFIT FROM EFFICIENCIES AND RENEWABLE ENERGY

Thursday 21 July | Barnstaple | 9am-12pm  
Half Day Course

All businesses use energy and produce waste but its the most profitable that manage their usage. We will look at the free and low investment quick-wins to reduce costs and the simple management tools to ensure best practice is continued.

For some businesses small-scale renewable energy could be a profitable new revenue stream and we will look at the different technologies, income potential and common pitfalls. Big business, public sector and consumers are all looking for low carbon, green services and products. We'll explain how to manage your carbon and make the most of your green credentials to increase income. Finally, delegates will find out about the financial support on offer, through funding and grants, for the initiatives covered in the session.

The sessions will be led by an experienced trainer and delivered in a workshop style to make sure information is easily understood and made relevant to every persons line of business.

**Cost for eligible business in Leader4 area**

£15.00

**Costs to other businesses** £75.00

### BUSINESS GROWTH AND PROCESSES

Thursday 21 July | Bideford | 2pm-4.30pm  
Half Day Course

An opportunity to reflect on your business. This workshop will give you the tools to identify your competitive edge, add value to your business processes and systems and focus on HOW you do business (rather than WHAT business you do)

**Cost for eligible business in Leader4 area**

£15.00

**Costs to other businesses** £55.00

Please note courses will only run if the minimum delegate number is reached

To book a place or for more information please contact Kristy Webbe on 01237 426 426 or kwebbe@northdevonplus.co.uk

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