

Rethink *your* Business

Delivering practical benefits through contemporary thinking Integrated Workshop and Mentoring Program (April-June 2010)

The NSW Department of Industry & Investment invites you to an unique Stepping Up Advance Program incorporating a series of three workshops and associated mentoring sessions titled **Rethink *your* Business**.

Giving small business the BIG ADVANTAGE

This program is aimed at small- and medium-sized firms who have little time to take a sharp, clear, 'outside in' view of their business. Its focus is on three interdependent areas of Strategy & Planning, Innovation & Marketing and Strategy Execution.

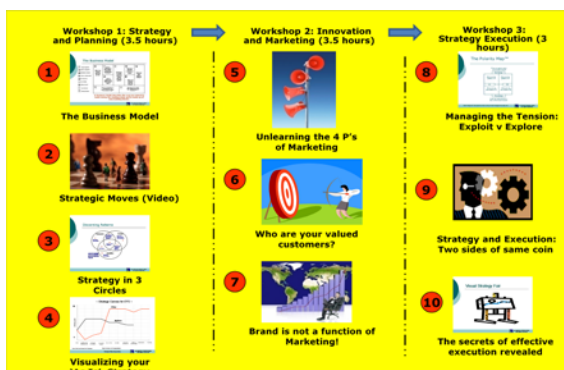
The program encourages business managers to rethink on how they decide on markets, define competition, develop offerings and deliver value to enable top-line and bottom-line results at the same time.

Who should attend?

Owners and senior executives of small, medium or large organisations currently faced with growing competition and eroding margins/market share. The only pre-requisite is for participants to be willing to reassess critically their business.

What will the program cover?

The series of three, interrelated workshops will have participants evaluate their current position, explore new avenues as well as exploit existing opportunities. They will also challenge them to think differently about their marketing, branding and strategy execution.



The workshops will be interactive with case studies and videos. Participants will be undertaking group tasks, presenting their work and learning from their interaction with the group and facilitators.

Following each workshop, one-on-one mentoring sessions with nominated executives of each of the firms will help in applying the learnings from the workshops to their own business situation.

What will this program deliver?

The program is designed to help make long-term growth and improved profitability. Specific intermediate outcomes will include practical knowledge on how to:

- Identify new avenues for growth that can create future profit potential,
- Eliminate unnecessary costs to improve profitability and/or invest in customer value,
- Align strategy and execution for greater effectiveness and efficiency of initiatives leading to enhanced growth/profitability, and
- Build a powerful brand for future success.

Above all, best-practice thinking and action will be presented in Plain English to suit the needs of practical business people.

Net Cost (including a \$2500 Department subsidy)

\$ 2500 per business for a total of 3 workshops (up to 10 hours) and 3 mentoring sessions (up to 10 hours). Each business can nominate up to 3 executives to each of the workshops and 1 executive for the mentoring sessions.

When

Workshops will be held on Tuesday, April 6, Thursday, April 22 and Tuesday, May 11, 2010. Mentoring sessions will be organised following each workshop to suit mentor/mentee convenience.

Where

Western Sydney Business Centre
NSW Department of Industry and Investment
Level 2, 470 Church Street (Cnr Harold St)
North Parramatta, NSW 2151

For Further information contact

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