

Selby Community Enterprise Professional Support

Start-up/ Pre-Start-up Workshops



Start-up / Pre-Start-up

This stream begins with a focus on the foundational thinking processes such as personal attributes, ideation, and a comprehensive understanding of value.

We progress to more pragmatic matters such as actually starting the business, developing an online presence and what is needed from a legal and regulatory perspective.

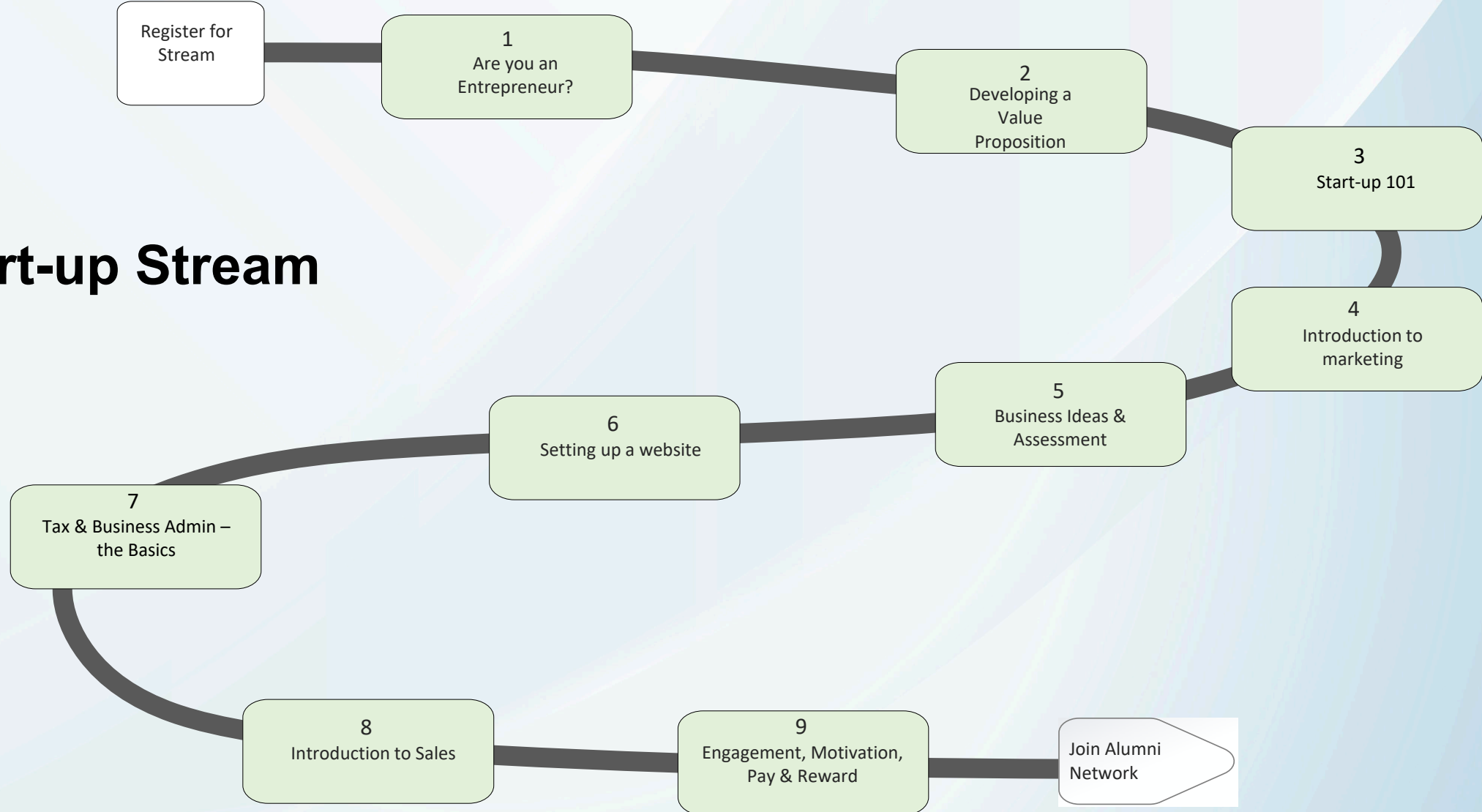
Finally, we equip entrepreneurs with the skills they need to sell their idea, product or service and set them on the road to growth through hiring new people.

Complimentary Skills

A stream tailored to equip entrepreneurs with a diverse set of skills crucial for achieving success in any business endeavour. The content spans various areas, ensuring entrepreneurs have a comprehensive toolkit for navigating the complexities of the business world.

This stream provides a well-rounded education, ensuring entrepreneurs are equipped not only with the technical know-how but also with the ability to communicate their ideas effectively in various business contexts.

Start-up Stream



Start-up Stream

Are you an Entrepreneur?

- This workshop begins by delving into the multifaceted nature of entrepreneurship. Explore various definitions and perspectives to gain a holistic understanding of what it truly means to be an entrepreneur.
- Engage in thought-provoking exercises designed to help you uncover your innate strengths, passions, and risk tolerance. Assess your comfort with ambiguity, ability to innovate, and willingness to embrace the entrepreneurial journey.

Developing a Value Proposition

- In this interactive session, participants will delve into the art and science of constructing a unique value proposition that sets their business apart in a crowded market.
- Delegates will explore the fundamentals of a value proposition and why it is a cornerstone for business success. Learn how a well-crafted proposition communicates the unique value your product or service brings to customers.

Start-up 101

- There is still a lot of mystery around setting up a new business. Many budding entrepreneurs fall at the first hurdle because they don't know enough about the mechanics of starting up. This workshop will give them the tools to get started on their business journey.
- Delegates will learn the steps they need to take to launch a new business. From identifying their niche and creating a strategy, through incorporating their business.

Introduction to Marketing

- Work with business owners to help them build and grow a successful business
- .Key aspects to consider when thinking about Marketing:
 - Organisations
 - Individuals
 - Exchange
 - Value
 - Markets
 - Brands

Startup Stream

Business Ideas & Assessment

- Explore a variety of ideation techniques to stimulate creative thinking and uncover innovative business concepts. Engage in individual and group exercises to generate a pool of diverse and compelling business ideas
- Refine your business ideas through collaborative discussions and feedback sessions. Benefit from diverse perspectives to strengthen and evolve your concepts, ensuring they align with market needs and opportunities.

Setting up a Website

- This comprehensive session will enable entrepreneurs to:
 - Explore the fundamentals of clean and effective website design.
 - Master the art of A/B testing to optimise website performance.
 - Understand the principles of CRO and how to systematically improve the percentage of website visitors who take desired actions.
 - Dive into the world of UX Design.

Tax & Business Admin – the basics

- Provides a comprehensive overview of the fundamental aspects of running a business, covering planning, accounting records, tax considerations, and essential insurance.
- Understand the various legal structures, such as sole proprietorship, partnerships, and limited companies.
- Gain insights into maintaining accurate and organised accounting records and demystify the complexities of taxation and National Insurance.

Introduction to Sales

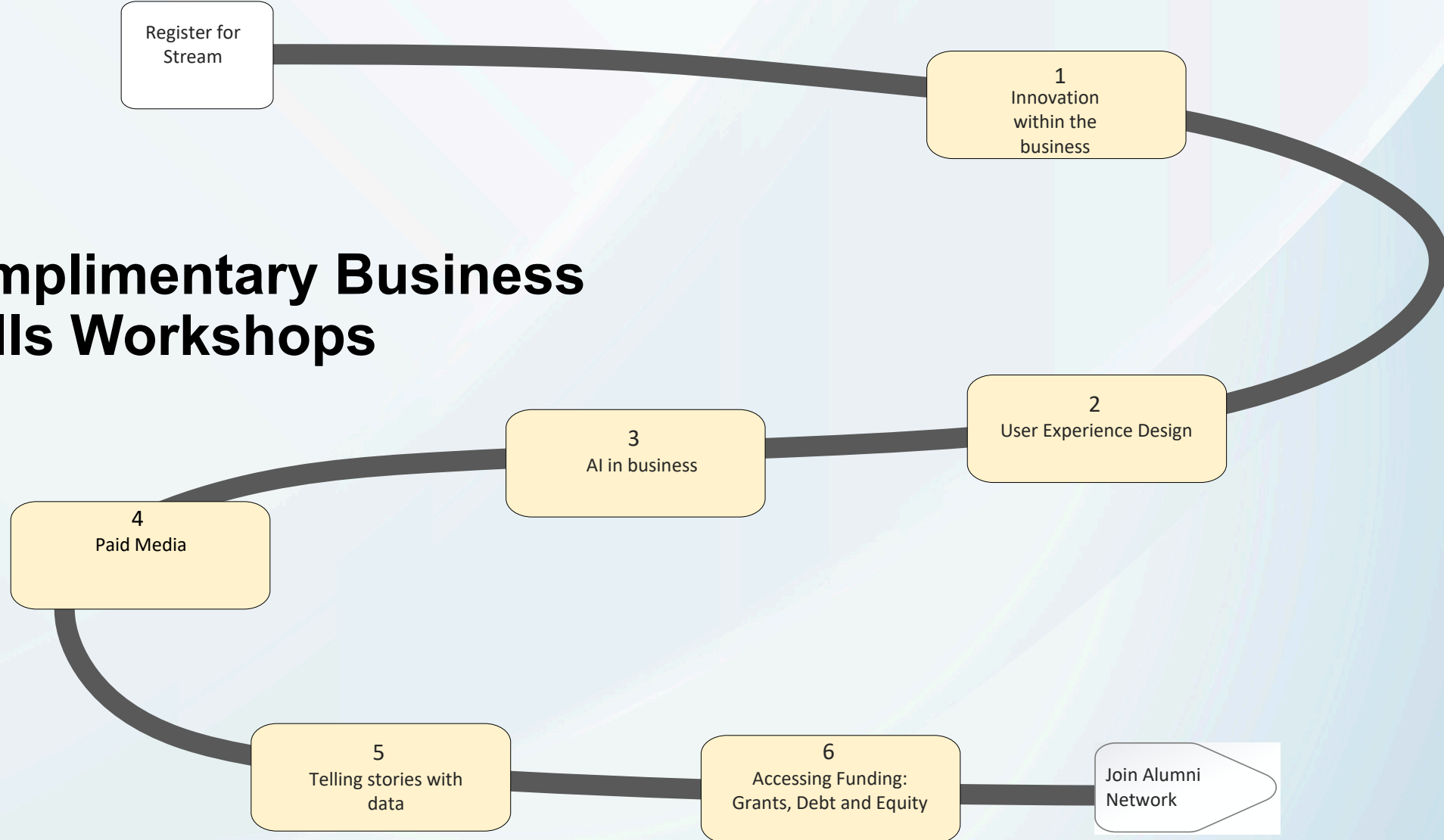
- Challenge the misconception that 'sales' is a dirty word. Many business owners shy away from sales, unaware that it is a skill embedded in our daily interactions.
- This session is designed to demystify the sales process, providing participants with the tools and mindset needed to embrace sales as an integral part of business success.
- Ideal for business owners, entrepreneurs, and anyone looking to enhance their sales skills with a fresh perspective.

Startup Stream

Engagement, Motivation, Pay & Reward

- Some people will invest hours in a hobby and perform very well at it yet avoid work even when relatively well paid.
- This workshop will look at models of motivation that explains and establishes ways in which participants can get people to give more to their work. We will also look at setting pay levels and ensuring fair rewards.
- Collaborate with fellow participants to brainstorm effective strategies for your unique workplace challenges.

Complimentary Business Skills Workshops



Complimentary Business Skills

Innovation within the Business	User Experience Design	AI in Business	Paid Media
<p>→ This hands-on session is designed to empower participants to tackle existing challenges within their business or embark on the journey of creating new products and exploring untapped markets.</p> <p>→ Participants will:</p> <ul style="list-style-type: none">• Engage in dynamic exercises that encourage active problem-solving.• Apply innovation methodologies to real-life business scenarios.	<p>→ Explore the principles of user-centric design and its pivotal role in creating meaningful and effective user experiences. Understand the importance of empathising with users and designing solutions that address their needs and preferences.</p> <p>→ Whether you are creating products or services for customers or crafting your employee experience, this workshop will deepen your understanding of user-centric design and equip you with the skills to create impactful and user-friendly solutions.</p>	<p>→ Unravel the complexities of Artificial Intelligence in a non-technical manner. Through practical, real-world examples, participants will gain a clear understanding of how AI functions and its transformative potential in diverse industries.</p> <p>→ Participants are encouraged to ask questions, share insights, and engage in conversations about the ethical, social, and practical aspects of AI.</p>	<p>→ Navigate the intricacies of paid search advertising on major platforms such as Google and Bing. Learn how to strategically optimise keywords, create compelling advert copy, and leverage analytics for data-driven decision-making.</p> <p>→ Explore the dynamic landscape of paid social advertising across Meta (Facebook/Instagram), Twitter, and LinkedIn. Gain insights into audience targeting, advert formats, and campaign optimisation for maximum impact.</p>

Complimentary Business Skills

Telling Stories with Data

- A half-day introduction to key data visualisation principles, working through the process of finding, designing, making and testing your data stories. You will be encouraged to sketch your own data charts and the tutors will give tailored feedback. We will also share links to free software and design tools so that you can take your ideas further.
- Powerpoint or Excel versions of this workshop are available.

Accessing Funding: Grants, Equity & Debt

- Explore the diverse landscape of funding opportunities available to businesses. From grants and debt financing to equity investment, gain a comprehensive understanding of each option's advantages, challenges, and suitability for different business stages.
- Delve into the nuances of debt financing as a funding avenue.
- Embrace the world of equity investment and venture capital and learn how to attract investors