

**Selby Community
Enterprise Professional
Support**

**Small, Medium Enterprises
(SME)
Workshops**



Small Medium Enterprise (SME)

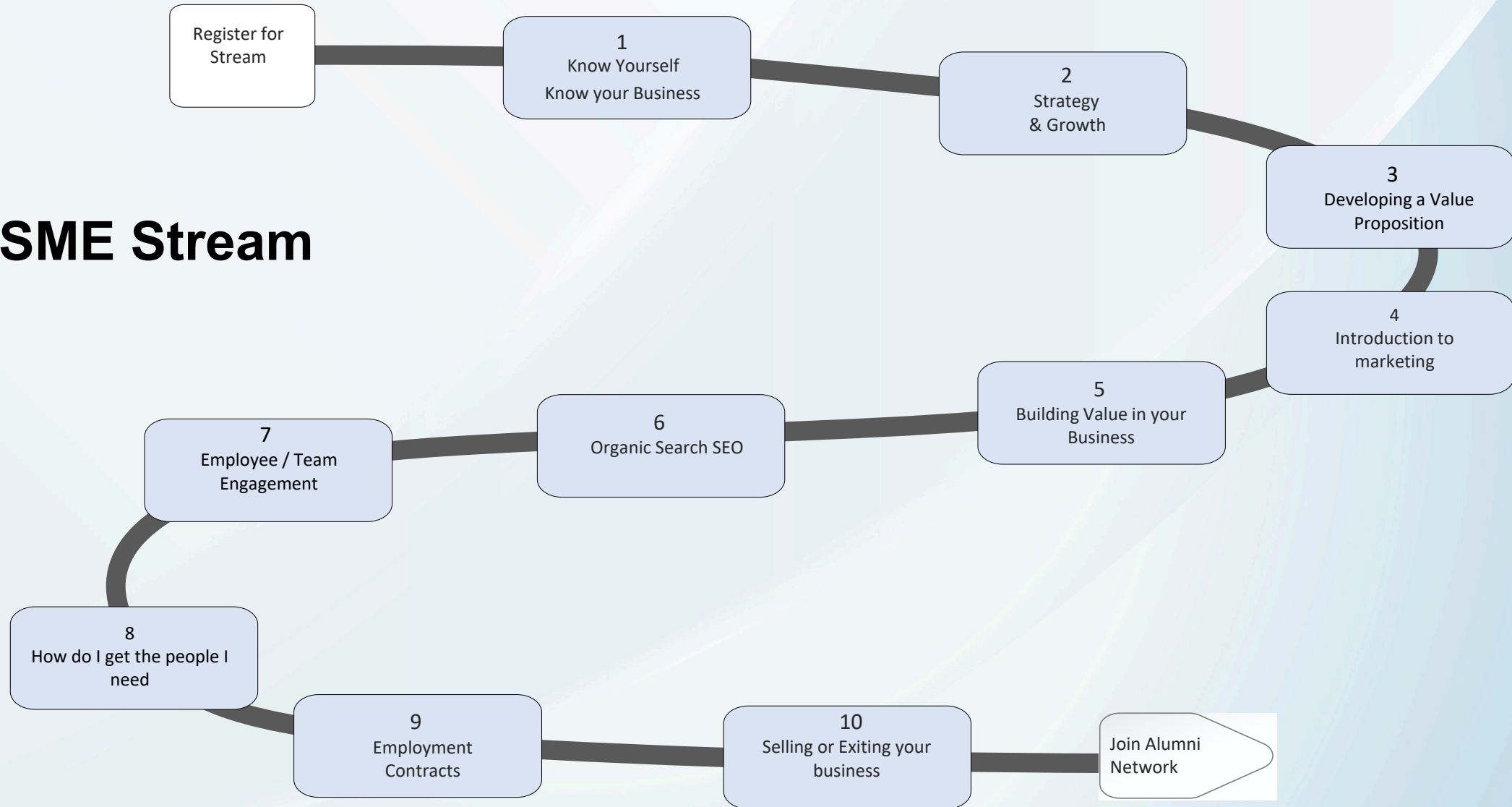
The SME-focused stream delves into the passions of business owners, utilising them as the cornerstone for constructing a robust strategy, fostering growth, and developing a compelling value proposition. Subsequently, we explore the application of this value proposition in generating growth, not only securing additional business but also cultivating a company comprised of individuals whose talents align seamlessly with the business objectives. Lastly, we guide entrepreneurs in strategising for the end game, assisting them in positioning themselves effectively for a successful business exit.

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.

SME Stream



SME Stream

Know Yourself Know Your Business

- This workshop offers the most recent findings and insights within the field of the psychology of entrepreneurship.
- Entrepreneurs will be engaged in thoughtful introspection, considering various aspects related to their personal motivations and the factors that drive them both from within and external influences.
- The workshops aim to empower entrepreneurs in making informed decisions and cultivating a mindset conducive to business success.

Strategy & Growth

- Participants will navigate through the crucial questions of their business journey: Where are you currently positioned? Where do you aspire to be? And most importantly, how do you plan to chart your course to achieve those goals?
- This workshop uses the ORBIT tool, a framework designed to guide businesses in their strategic plans. Participants will use this tool to assess their current standing, identify growth opportunities, and map out a clear strategy for success.

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's a cornerstone for business success. Learn how a well-crafted proposition communicates the unique value your product or service brings to customers.

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

SME Stream

Building Value in your Business

- Delegates will learn about the factors that add long term value to their business and the actions they can take to increase their business value.
- In the workshop we focus on the key value-driving elements of:
 - Financial performance
 - Growth potential
 - Removing over-reliance
 - Reducing cash drain
 - Repeat and recurring business
 - Customer satisfaction
 - Owner dependency

Organic Search SEO

- Participants will gain insights into the dynamics of organic search and its critical role in enhancing online visibility. Learning how organic search results drive sustainable traffic to your digital assets.
- Explore the two fundamental pillars of SEO – content and technical optimisation. Understand how crafting compelling, relevant content aligns with search algorithms and discover the technical intricacies, including site structure and tags, that impact search engine rankings.

Employee / Team Engagement

- A hands-on experience designed to encourage participants to reimagine teamwork and employee engagement through experimentation.
- Participants will learn how to encourage a culture of experimentation within teams. Uncover how to embrace change, adapt to evolving dynamics, and leverage experimentation as a tool for continuous improvement in team engagement.

How do I get the people I need

- This workshop begins by understanding who contributes to your business and whether their role aligns with being a worker, freelancer, or employee. Explore the flexibility in job structures and evaluate the benefits of different employment models.
- Participants will delve into the concept of job flexibility. Explore ways to design roles that accommodate varying work arrangements, contributing to a more adaptable and dynamic workforce.

SME Stream

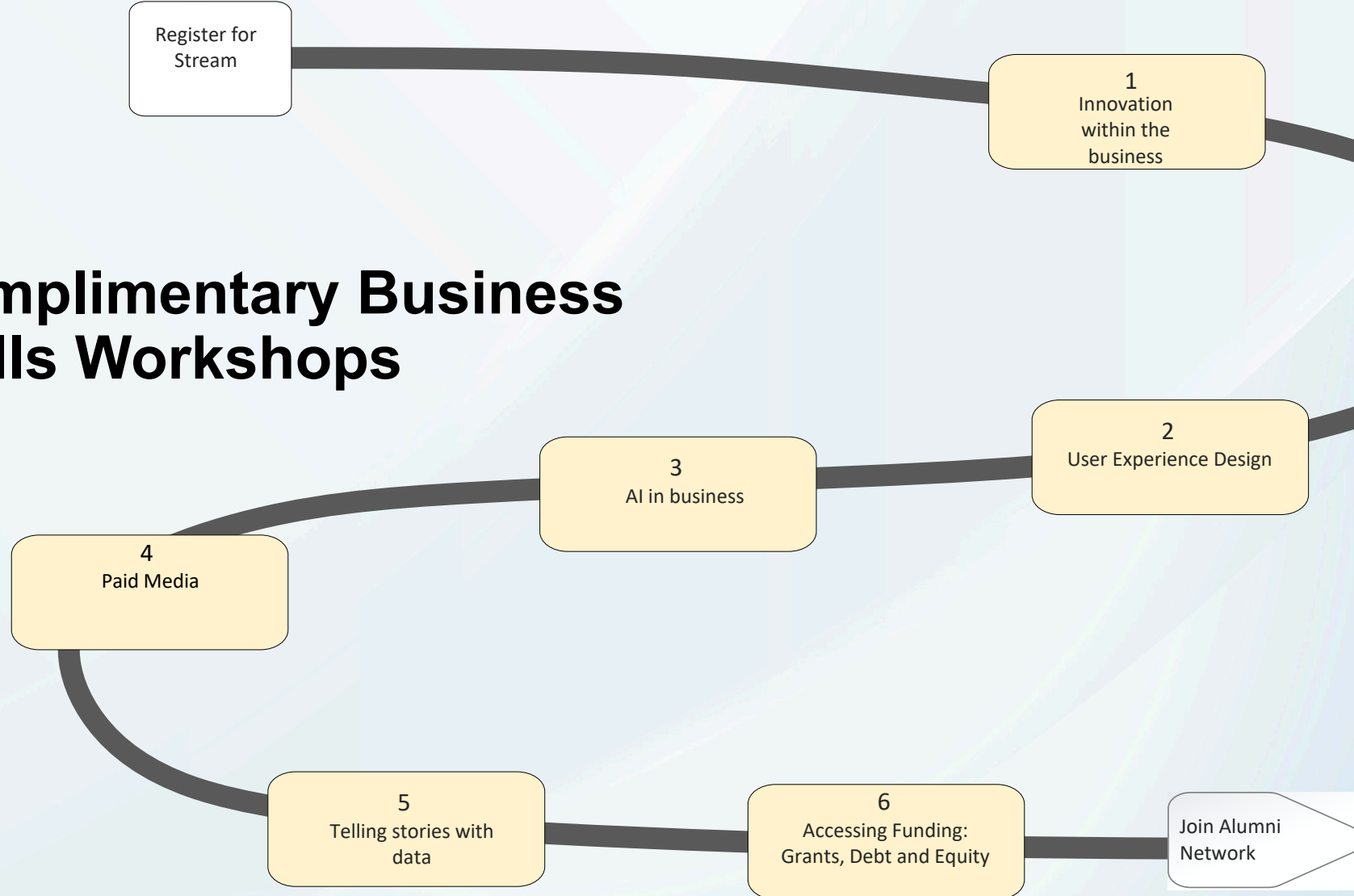
Employment Contracts

- This comprehensive session is designed to equip participants with essential skills to seamlessly onboard staff, handle unexpected behaviours, and navigate difficult conversations—all while maintaining a legal and professional framework.
- Learn how to establish clear expectations and procedures, laying the groundwork for a positive and legally sound employment relationship.

Selling or Exiting your business

- Most business owners have unrealistic expectations of the value they can expect to realise from the sale of their business. They under-estimate the time and effort it will take to prepare for and complete the sale process and they often fail to plan their own post-sales .
- Delegates will learn what makes a small business more attractive to buyers and the steps they need to take to prepare their business for sale.

Complimentary Business Skills Workshops



Complimentary Business Skills

Innovation within the Business

→ 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.

→ Participants will:

- Engage in dynamic exercises that encourage active problem-solving.
- Apply innovation methodologies to real-life business scenarios.

User Experience Design

→ 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.

→ 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.

AI in Business

→ 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.

→ Participants are encouraged to ask questions, share insights, and engage in conversations about the ethical, social, and practical aspects of AI.

Paid Media

→ Navigate the intricacies of paid search advertising on major platforms such as Google and Bing. Learn how to strategically optimize keywords, create compelling ad copy, and leverage analytics for data-driven decision-making.

→ 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.

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