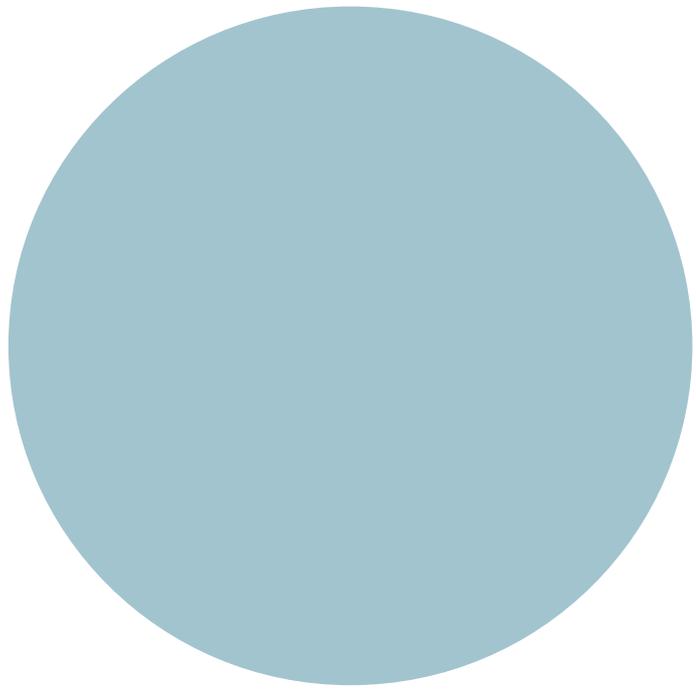
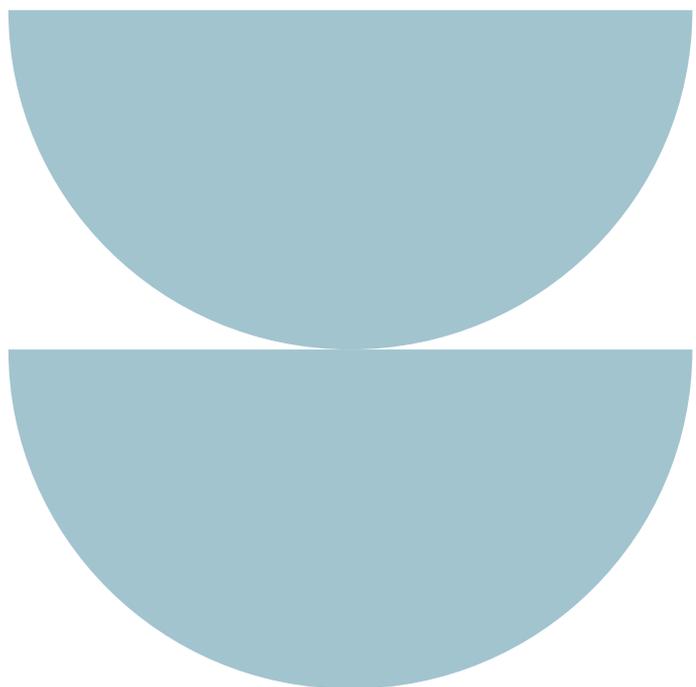


Designs on **Growth**

Refocus the way
you do business



Gain best practice
business skills to
**take your business
to the next level**



“There’s a real sense of relief when you realise most business owners or people who run a business have a lot of the same issues. How they’ve dealt with them and got over those hurdles has been a really valuable way of learning and a really valuable way of implementing change.”

Brian Nolan
Detail

Business growth & management development

A bespoke programme that has been developed for design and creative business owners. As an innovative learning and development response, it provides employers with best practice business skills and management development support to thrive in business.

This sector specific programme runs over 6 months and is designed to fully support you as you develop a winning growth strategy and management capability for your business. You must be in business for 2 years and an employer to apply.

Specialist support to develop your business going forward

Throughout the programme, there are five workshops over the course of 6 months, and 1:1 coaching sessions following each workshop with Jeannette Naughton.

Coaching is a critical part of the programme. Jeannette Naughton is a business specialist who has practical experience and will have a real interest in your business challenges and growth plans.

Jeannette Naughton



Jeannette is a Master Trainer and experienced Business Coach and works closely with a portfolio of clients delivering training and coaching to improve their business performance. She delivers workshops and coaching to groups of business leaders and their teams on Strategic Planning, Marketing and Sales Strategy, Communication and Team Cohesion.

Coaching her clients to achieve business success and long-term results within their organisations.

6 month programme 2021

Workshops

The Business Growth & Management Development Programme is an innovative learning and development response providing the owner/managers of Design Enterprises with best practice business management skills and knowledge to support sustainability and increased revenue in their business.

01 A Winning Strategy

Starting with a business diagnostic report and current situation analysis, to inform a clearly defined vision and strategy.

02 Understanding the financial

Embrace the financials in your business - time is money.

03 Leadership and Management

Lead and manage your team, develop your management style and nurture a winning culture.

04 Generating New Business

Attract new clients with a wow customer service.

05 Develop and Implement a Successful Marketing Plan

Programme duration

The programme will run over the course of 6 months from May 2nd inclusive.

Launch date

The first introductory module is:
February 25th 2021

Workshop dates:

Thursday March 25th
Thursday April 22nd
Thursday May 20th
Thursday June 24th

Peer learning and support

At the beginning of each workshop, you will have an opportunity to exchange ideas with your peers. In particular, to discuss progress on implementation of programme best practice and also to discuss common challenges and issues.

For more information

designskillnet.ie

Cost

IDI Members €995
ICAD Members €995
Non-Members €2495

Application

Recruitment for the programme is through a competitive screening process.

Please register your interest to manager@designskillnet.ie. A maximum of 12 businesses will be selected.

Deadline for expressions of interest:
January 2021