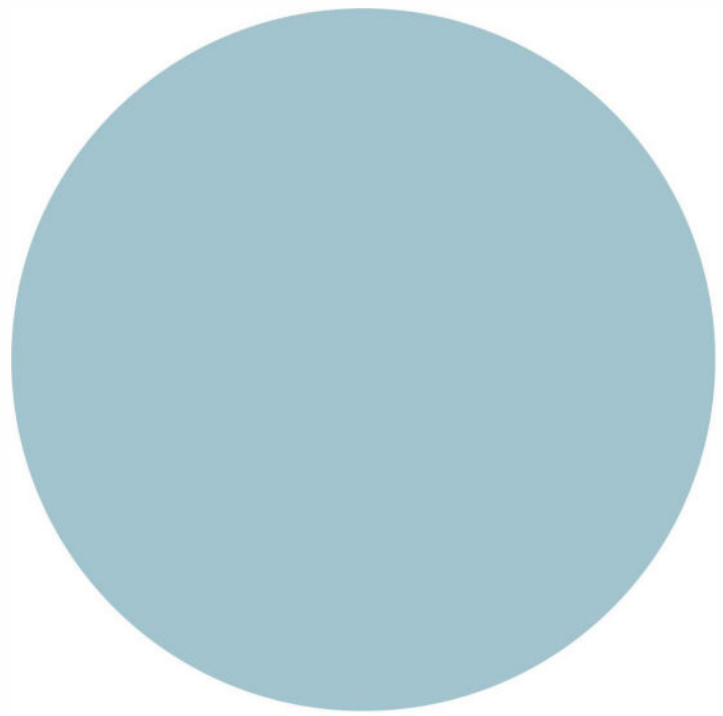
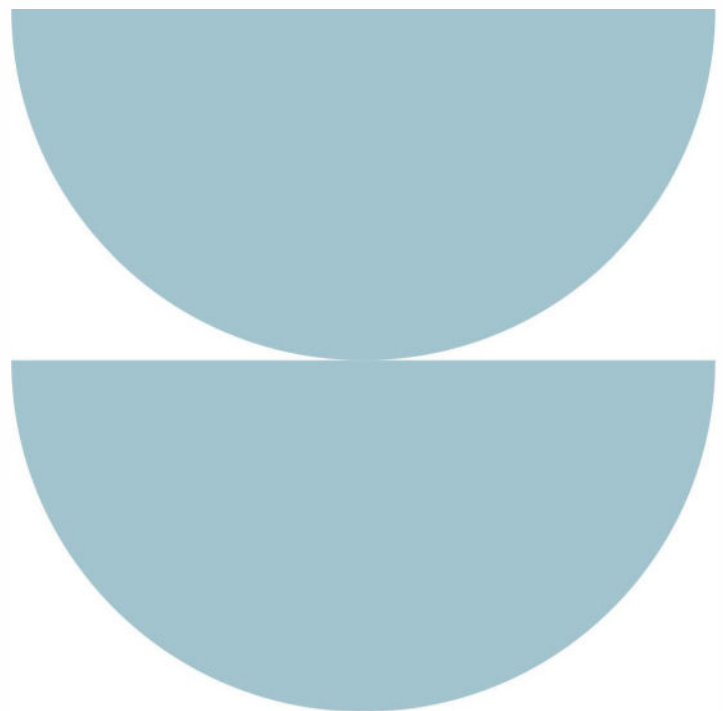


Designs on Growth

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.

6 month programme 2024

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.

Workshops

01 Build your Dream Business

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

02 Understand & Embrace the Financials

Embrace the financials in your business - time is money.

03 Develop & Implement a Successful Marketing Plan

04 Make Selling Easy & Create a WOW customer service

05 Develop & Lead your Dream Support Team

Develop the right ecosystem around your business, whether employees or external supports, to take care of your customers and your business so you can invest your time in building it.

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.

Programme duration

The programme will run over the course of 6 months

Workshop dates

Module 1: Build your Dream Business

[Vision & Planning] online

Day 1: Thurs Feb 22nd, 9.30am to 1pm

Day 2: Thurs Feb 29th, 9.30am to 1pm

Module 2: Understand & Embrace the Financials:

Time is Money online

Day 1: Thurs Mar 21st, 9.30am to 1pm

Day 2: Thurs Mar 28th, 9.30am to 1pm

Module 3: Develop & Implement a Successful

Marketing Plan full day in person workshop, Dublin

Thurs Apr 18th OR 2 half days online Apr 18th & Apr 25th*

*To be agreed with the programme participants

Module 4: Make Selling Easy & Create

a WOW Customer Service online

Day 1: Thurs May 16th, 9.30am to 1pm

Day 2: Thurs May 23rd, 9.30am to 1pm

Module 5: Develop & Lead Your Dream

Support Team online

Day 1: Thurs June 13th, 9.30am to 1pm

Day 2: Thurs June 20th, 9.30am to 1pm

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

Members – Standard €1,195*

Non-Members – Standard €2,195*

Members – Late Bird €1,295*

Non-Members – Late Bird €2,295*

* We are delighted to continue to hold 2022 prices to support you in these times. These prices pertain to applications received by the Application Deadline of 5pm Fri Feb 9th 2024. Applications received after this deadline may still be processed, subject to places being available but will be subject to a late-bird programme fee of €1,295(members) / €2,295 (non-members).

Application

Recruitment for the programme is through a competitive screening process.

For further information contact

niamh@designskillnet.ie

A maximum of 12 businesses will be selected.

Deadline for applications

5pm Fri Feb 9th 2024

Applications received after this deadline may still be processed, subject to places being available but will be subject to a late-bird programme fee of €1,295(members) / €2,295 (non-members).

Application form