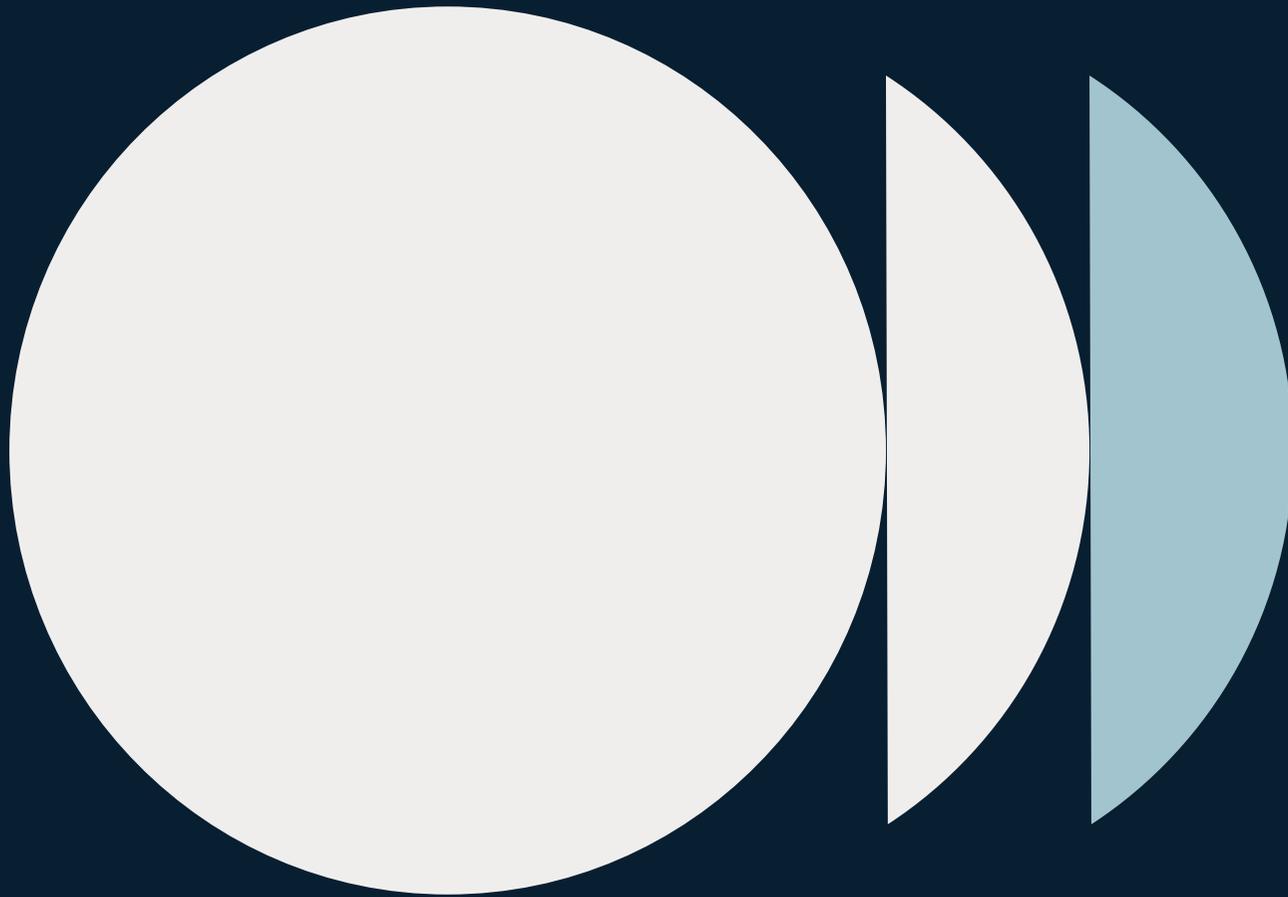


Designs on Growth

Refocus the way
you do business



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

Designs on Growth

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 practise business skills and management development support to thrive in business.

Who's it for?

The programme is aimed at all design and creative business owners and employers who have been in business for two years.

Time Requirements

- 5 workshops spread over 6 months
- 5 days in total away from studio

Structure & Format

Throughout the programme, there are 5 workshops over the course of 6 months, with 1:1 coaching sessions following each workshop with Jeannette Naughton.

Jeannette is a business specialist with practical experience, who takes a real interest in your business challenges and growth plans, coaching her clients to achieve business success and long-term results within their organisations.



'We made a lot of changes based on *Designs on Growth* course. Most of these were around our finances. We now have a much better financial perspective for our business. It has been invaluable.'

Brian Nolan – Director, Detail

'The Designs on Growth training has really helped in terms of setting out goals for the business and deciding where we need to be. It's given me the space and opportunity to think these things through.'

Colin Byrne - Director, Totem



Course timeline & workshops 2021

Jeannette Naughton Programme Trainer

Jeannette is a master trainer and experienced Business Coach. She 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.

Workshops

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 wow customer service.

05 Develop and implement a successful marketing plan

'The Designs on Growth programme has been really effective by allowing us to step out of the business and take some time to learn new methodologies, begin to understand how we might apply them and share experiences with a very diverse and friendly peer group. The sessions are very well structured and thought-provoking and the follow-up mentoring helps provide the answers to questions that you may have or things you wish to test.'

Stephen McGilloway - BigSmall Design

'The course was bang on relevant to us as a business...We were in a better place to deal with Covid as a benefit of the work we'd done.'

Roisin Buckley - Director, Piquant

Location

Design Skillnet

WeWork Charlemont Exchange,
Charlemont Street,
Dublin 2

Price & payment options

Members - €995

Non-Members - €2,495

Please contact us directly on info@designskillnet.ie to discuss your interest and your membership options.

Application

Apply directly to info@designskillnet.ie or on the registration link on our website. Recruitment for the programme is through a competitive screening process.

A maximum of 10 businesses will be selected.

Closing date for applications is Friday 5th February 2021.

Course dates 2021

Thursday February 25th

Thursday March 25th

Thursday April 22nd

Thursday May 20th

Thursday June 24th

For more information

visit designskillnet.ie

Previous participants:

Big Small Design
Design Works
True Output
Pixel Design
Alkamee
Brennan & Stevens
Atelier
Totem
Design Folk
Fudge Creative
Red & Grey
So & So
Dennison
Unthink
Screenbreak
Studio 9
New Graphic
Illuminate
We Are Open
Emotion
Piquant
Slater
Detail
We Make Visual
Little Design House Ltd
Bennis Design
Faction Collective
Designedly
Penhouse



'I really struggled on my own for years as I didn't know where to go for help. Once I went on 'Designs on Growth' and other workshops, things just took off. It's the way I now understand all the different aspects of running a design business.'

Karen Hanratty – Director, Pixel