



Growth Programmes

Strategic programmes tailored for women business owners ambitious to grow their turnover and profitability, and develop their leadership and management skills.

Unlock your full potential

These unique programmes, run at four different levels to match cohorts at each stage of the enterprise journey, are tailor-made for women who want to increase their knowledge, skills and confidence, overcome barriers to growth, and who have the commitment and motivation to take their existing business to the next level.

The Enterprising Women Growth Programmes will equip you with the personal and strategic business skills, clarity, focus and expertise you'll need to grow your business to the next stage of its development.

Based on our experience as successful businesswomen and from supporting many thousands of female entrepreneurs through start-up, sustainability and growth, the Growth Programmes integrate both business and personal development and have an unparalleled track record of delivering results.

"It's a whole new mindset – I can't wait to get back to the office and get on the phone and put it into practice".

Each Growth Programme includes:

- Between 2 - 5 days of intensive and highly practical interactive group workshops.
- A focus on critical growth challenges, solutions and action plans that work in the real world.
- An opportunity to meet with inspiring role models and guest speakers.
- Support and sharing with a group of like-minded female peers
- Access to 1:1 mentoring support in between course sessions



The Programmes are led by Bev Hurley, CBE and Enterprising Women's highly experienced trainers, many of whom are also successful women in business, so you can be sure that you are in the hands of capable professionals. They offer participants between two to five days (depending on programme level) of intensive learning, focusing in depth on the critical challenges of growing a business.

Topics covered in detail include how to create a growth strategy and plan, building sales pipelines,

segmentation, competition, financing growth, leadership and management skills development, confidence, growing effective teams, letting go and managing quality and performance.

Workshop dates are fixed well in advance so that you can plan around your business commitments. Each matched cohort is between 10 -16 like-minded women, providing plenty of opportunities to learn from and with your peers, and build business and social relationships within a trusted, supportive environment.

The course will enable you to overcome your barriers and challenges and develop a Strategic Growth Plan for your business. The Growth Programmes are for women who are serious about growth – although there is always plenty of fun and energetic interaction within each workshop!

Benefits to you

You've everything to gain from participating in a Growth Programme if you want to unlock the full potential of your business – and yourself as its leader.

"I've gained improved direction, focus, confidence – this has meant more positive results and increased turnover – I'm already making more money!"

Many entrepreneurs find it challenging to go from being a sole trader to employing others, and then growing a small team brings a new set of trials and opportunities. Transforming oneself from a founder to an effective leader can also be daunting for many women. We know you can only successfully grow your business if you grow your own abilities in parallel, and the success of our course participants repeatedly demonstrates this to be the case.

All growing businesses must overcome the most important challenges of all – building and managing a strong sales pipeline, securing more customers and profits, entering new markets, and financing growth.

The Growth Programme will give you the answers and skills you need to be able to meet all these challenges and more, and enable you to really fly and fulfil your potential for success.

Our team knows what it is like, we've run businesses, we've been there – so you will be in a supportive, female-friendly environment that really understands your approaches and motivations, your highs and lows. You'll be sharing your experiences with, and learning from, your peers, who are all going through the same thing, and you'll become part of our Enterprising Women growth community, so you'll never feel on your own again.

"The calculations on the sales pipeline and relationships with the amount you spend on marketing was a 'eureka moment'. Brilliant."

In addition to boosting your skills, confidence and performance, you'll come out of the programme with more focus, more clarity, and a refreshed strategy for accelerating your business growth.

What participants say

Nearly 2000 women have benefited from our Growth Programmes to date. Results and evaluations show high levels of satisfaction with the knowledge, information and skills included within the content of the workshops, and some fantastic, sustained results.

"I have learnt not to beat myself up about the weaknesses, but to celebrate and focus on my strengths. No one is great at everything!"

"A great balance between new knowledge, complex and practical ideas, and overview of potential skills development."

"An excellent opportunity to take time out to evaluate where my business is going and how I am going to get where I want to be."

We are proud of the very positive responses to the way in which the programme was delivered, with participants praising the quality of guest presenters, and Enterprising Women deliverers.



"Excellent"; "positive, upbeat presentations"; "inspirational, motivational and a kick in the pants"; "EW have really got the T-shirt – fantastic!" and the "great support and encouragement" are just a few of the comments, you can read many more on our website.

Women say that networking opportunities, having the peer support of other business women, and access to female role models, as well as the great content and the ability to ask questions between the sessions on a 1:1 basis, all really contribute to the quality of personal development and learning.

"The master classes were delivered by successful and inspirational business-owners who had tried and tested recipes for success."

Results include turnover increases between 10 - 250%, greater profitability, new business collaborations and partnerships, increased access to finance, expansion into new markets and additional job creation.

Women have increased confidence, greater focus and clarity, and renewed ambition and motivation.

Two years later, over 80% are still actively using the skills and knowledge learned on the programme.

97% of women would recommend the Programme to other women. They also felt that it was well worth the investment in terms of time out of the office that they had put into attending it.

"This programme made us feel in control. The tail is no longer wagging the dog!"

More information

To find out more about the Enterprising Women Growth Programme, visit www.enterprising-women.org/growth



Just a few of hundreds of positive comments:

"I thought I would come along and that I would probably coast through the course; but a lot of the questions that have been put to us already are very challenging. I wholeheartedly want to make the most of this opportunity".

"I think the Growth Programme was excellent; it helped me to focus on my business and helped me see where I need to go and the resources and skills I need."

"It was a programme that did exactly 'what it said on the tin' – gave me the boost I needed. Thank you."

"All female environment has been great – I've never experienced that before".

"Women working together in single gender environment is so much more productive"

"I am sorry it's over as every week I came home inspired and ready to put more energy into expanding in a new direction. Really enjoyed it."

"I've segmented my market now and priced the service better".

"I'm thinking more clearly and objectively about my business and I'm more realistic".

"Realised that I'm not 'alone/isolated' – that we are all in the same boat!".

"I've stepped 'outside' my business and can look at it differently".

"I'm now working on strategic planning for investment".

"I've realised that "I am the product" and can view that objectively".

"Well worth the investment. I would think nothing of paying an external consultant to do this for me. Here I got to do it for myself with the support of some great women".

"Understanding the reality of the growth journey, especially the 'J' curve model"

Are you a motivated, dynamic woman, wanting to build on your business success, and unlock your full potential to grow?

See our next course dates and find out more at www.enterprising-women.org/growth



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