



## Feedback from our Growth Programme

*"I think the 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."*

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

*"Facilitators were all excellent; sessions informative and very enjoyable and there was plenty of additional information on websites, external information sources etc."*

*"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".*

*"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".*

*"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".*

*"I think the 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."*

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

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

*All speakers had a great wealth of knowledge and were obviously experts in their field. I would like to commend Bev and Eileen for the appropriate-ness and real value the workshops provided."*

*"I have already used information and feedback during one-to-one discussions with the trainers for the development of a new business model and worked on development of associated product with potential new markets".*

*"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."*

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

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

Participant Amanda Barlow of Spiezia Organics and owner of two Cornwall-based hotels said:

*"The Growth Programme is enabled me to take time out to evaluate my business and my own role within it. The excellent presenters provided really great tips and ideas and getting out there and meeting other really inspiring local women in business has been wonderful. We have been able to exchange views and issues in a confidential environment which has been unbelievably helpful."*

And Mary Galbraith, MD and founder of Campervans.com, an online agency for overseas campervan and motor-home companies is equally enthusiastic.

*"The programme has enabled me to focus on the business and structure its growth rather than just think about things but not put them into action. Being my own boss really does give me the flexibility to do what I want, when I want to, and being part of the Growth Programme has helped me take control, putting structured plans together to enable my company to grow. I am committed to my business and determined to take it to where it should be in the market place."*

"The confidence and support has had a huge impact – and I really enjoyed meeting everyone. I now feel I have been given a clear framework to build on – time to use it is the challenge."

Taking on 2 extra staff

Won an Award!

*Business is more structured*

Now have an operational strategy

I've reviewed my business targets

*I have a business plan*

I've opened up communications and opened up my 'vision' to others

I now have a more objective viewpoint

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

*I now know what I want from my business*

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

No more martyrdom!!

I'm much more committed to my 'product'.

*My business vision is much clearer*

New product/business development

New relationships through this network

Broadened my knowledge

*I now have a marketing strategy*

Greater motivation

More enthusiasm

More confident in business

*I've rediscovered things that I already knew*

It's identified the 'scary bits'

Now I know what I've got to do

It's solidified and clarified my business

*Roles and responsibilities are clearer*

Staffing (decided on a 6 month probationary period)

My mindset is different

I've scheduled a Business Planning Day for 1st July!

*Implemented Cold Calling*

I've felt a bit overwhelmed!

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

It has been inspiring

*I am more persistent when going after something*

I'm more confident and better prepared

I'm now working on strategic planning for investment

Feel I am 'delivering' more positively

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

This has 'teased out' other opportunities

I've learned to trust my instincts

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

*This has clarified my objectives, but I've identified a different route to achieve them.*

I am considering a partnership at present, and this has allowed me to look at that in a different way.

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

I've added to the services I provide.

*Made me realise that I had to 'get something done'... ..R&D*

Realisation that I need to focus on the benefits and the value of what I provide

Clarified my overall vision for my business

More confidence about my marketing and how to structure that strategy

*I've got the confidence now to take this seriously*

I'm more assertive in negotiations

I've won new contracts

Our business is not a 'hobby' any more – we're not in business by accident – we're business women/owners/leaders

*This has really highlighted my own skills*

I realise that I've been undervaluing myself

I've identified the need for a partner

Business is in a 'quiet time' and this has given me the space/time/opportunity to think about it all – as a result I am developing our website

*I know I need new products*

I'm more realistic

Now I set specific goals and objectives

*I'm planning my sales strategy*

*I now use the telephone techniques I've learned*

There have been real 'light bulb' moments

"The discussions on the business model were very useful. Previously my business model had been based on the provision of consultancy services, relying on myself or the team. I'm looking at how to maximise this; and also putting seminal products and licence intellectual property into the business model. The Programme has helped me to formalise things I've been thinking about; and how to market the products I can develop. I've added a new strand to the business model".



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