

REGISTER BEFORE JULY 3 AND  
**SAVE £250**

# THE BUSINESS ACCELERATOR PROGRAMME



**BE SMART –  
GROW FAST**

REDWORTH HALL HOTEL,  
DURHAM

25-26 September 2009

30-31 October 2009

20-21 November 2009

22-23 January 2010

26-27 February 2010

This tried and tested programme is proven to generate turnover, profitability, and additional wealth for business owners and their teams. It gives you the knowledge, expertise, confidence and insight you need to take your businesses to the next stage of growth

PROGRAMME DELIVERED BY



**Deloitte.**

wardhadaway  
lawfirm

[www.growth4u.biz](http://www.growth4u.biz)

## WHEN DO YOU GET A CHANCE TO STOP AND PLAN WHERE YOU ARE GOING NEXT?



### A message from Finance Tree

"When you are leading a business you constantly invest time and money in the development, skills and motivation of your staff. How often do you take a bit of time out to focus on yourself, your Personal development and the growth of your business? This is your opportunity to invest in the person who can deliver the greatest impact in the business - YOU!"

Jonathan Gold, Chief Executive, Finance Tree

Many businesses that look successful are really in a risky position. In the early years they hit every milestone and financial target, growing year on year - but then the growth starts to tail off, or even stops altogether. **This is the danger zone!**

Companies that are not growing are vulnerable - to increasingly fickle customers, industry concentration, relentless drivers on cost and quality, and the pressure brought about by global competition.

All of these challenges place massive pressures on the individuals responsible for driving businesses forward. Looking forward and developing value in the business for the future are neglected - as crisis issues, customer demands and day-to-day responsibilities expand and expand.

Where can that person turn for support, and help to inject growth into the business again, and to deal with the pressures they face? Not to family, and certainly not to employees. Running a business in these circumstances can be lonely and unrewarding...

The Business Accelerator Programme helps business owners and leaders to fully exploit their business's potential. It is especially effective for businesses that have reached a plateau, and need to understand how to move on to the next stage of growth.

This programme will accelerate your understanding of what needs to be fixed, and reinvigorate your drive to build and grow wealth for you and your key team members.

Focused on what you want to achieve using the business, this inspirational and practical programme will give you the time, understanding and knowledge you need to move your business confidently to a new level.

### Sign up today and learn how to:

- Know what success in business means to you, develop a path to reach it, and know how to get there
- Refresh and reinvigorate your business strategies and plans
- Challenge structures, roles and delivery in the business
- Plan to innovate new product and services - that customers will pay for
- Uncover hidden market, customer and partner opportunities for your business
- Understand why and how to access external growth finance



## IS THIS PROGRAMME FOR YOU?

1. Do you feel that your business has reached a 'glass ceiling' – you want to grow but there are things in the way?
2. Do you know that you need to plan for the future but get hijacked by the day-to-day?
3. Do you worry about new entrants to your market and competitors?
4. Is it more than 2 years since you last revisited your business plan?
5. Are you frustrated that your team, products and services are not delivering more value?

If you can answer 'YES' to one or more of these questions, please register today. We want to help you grow your business.

“ This programme is not about lecturing you, or giving you management tools and techniques, it is about YOU:

- What do you need to do to grow your business?
- What do you need to do to get additional finance?
- Working out your problems and helping you with solutions
- The majority of the time is spent on discussing and working on YOUR business

*You know that nobody else in your business is going to do it for you, and this is why I hope to welcome you on the Business Accelerator programme soon*

”

**Peter Hiscocks, Programme Director**

### Programme Director



Peter Hiscocks is Teaching Fellow in entrepreneurship at the Judge Business School, University of Cambridge.

Peter is a scientist, and a businessman, who started out working for large companies, before becoming a consultant, and ultimately starting up his own ventures.

Peter is the principal inventor on six patents. He has founded five new businesses and has sold three of them. He is currently Chairman of three companies and on the Board of another three. He is an active business angel, and on the advisory board of a VC firm

Peter's personal driver is advising businesses for growth. This is fuelled by Peter's active involvement with leading academics, personal research, business experience, publications and teaching.

# THE BUSINESS ACCELERATOR

The Business Accelerator programme is delivered in 5 modules once a month over 6 months



The programme is based on a very successful model that was designed and delivered in New Zealand. It was imported into the UK in 2005, and on average participants double their turnover in the 2 years following the programme.

Each module is delivered on a Friday and Saturday to minimise your time out of the business.

Modules are residential: business scenarios and games, and inspiring guest speakers are scheduled for many of the evening sessions. These 'extracurricular' activities are unique to each programme. They bind the group together, and create close professional networks that continue well beyond the lifetime of the programme itself.

The programme itself is highly interactive, and firmly anchored in peer exchange and support. You will learn as much from your fellow participants as from our outstanding Programme Director and guest speakers.

## The Programme

### Module 1

Friday 25th - Saturday 26th September 2009

#### **YOU AND YOUR BUSINESS STRATEGY & PRODUCTS AND SERVICES**

Introduction to the programme; staff and process for the programme

#### **You and your business strategy**

##### **You and your business**

You and what you want from your life: What type of person are you? What are you good at? What works well for you? What are the problems? What do you want to achieve long term?

Your opportunities and development as an entrepreneur.

How to develop your capabilities; coaching to help you achieve more.

#### **Your goals**

What do you want from your business? What works well in your business? What are the things you would like to change?

#### **Business objectives and strategy**

Why they are so important for your business?

*Workshop: Setting clear objectives, and developing your 1-2-5 year plans*

#### **Products and services**

##### **Product and service development**

What do you need to do to develop better products and services for your customers?

*Workshop: Thinking through your needs from innovation*

#### **Closing sales and contracts**

Key lessons for success

*Workshop*

# PROGRAMME

## Module 2

Friday 30th - Saturday 31st October 2009

### MARKETS, CUSTOMERS AND HOW TO GET THE MOST FROM THEM & FINANCING YOUR BUSINESS EXPANSION

#### **Markets, customers and how to get the most from them**

##### **Market analysis**

How to do it: market segmentation, buyers are different from customers, the competition

##### **Customer wants and needs**

Who are our customers? How can we keep them happy? How can we find out what they want?

*Workshop: What have been your problems, and what has given you insight?*

##### **Pricing**

What is your product or service? How can we satisfy our customers? Setting the price – science or guess?

*Workshop: What have you done in the past that has been successful? What lessons have you learned?*

#### **Financing your business expansion**

What do you need to do for expansion? How much will your expansion plans cost?

*Workshop: Where to find the finance, developing your 1 – 2 – 5 year financial plan*  
*Workshop: Working on your financial plans, identifying the best sources of finance.*

## Module 3

Friday 20th - Saturday 21st November 2009

### LEADERSHIP AND TEAMS

#### **Leadership**

What leadership is about, how to learn how to do it, problems and how to fix them

*Workshop: Your experiences - What worked? What didn't? What were the results?*

#### **Teams**

Building teams that work well, analysing team troubles

*Workshop: Discussing the people based problems we have in our businesses, and working out solutions*

## Module 4

Friday 22nd - Saturday 23rd January 2010

### PLANNING YOUR GROWTH, AND YOUR EXIT

#### **Planning your growth**

What are the key points? What are the barriers? What are the challenges?

*Workshop: How to overcome the barriers, what have you done that has been successful?*

Developing new and better products – How to develop new products, how they will help grow a business, risks involved

*Workshop: Experiences people have had with product and service development – good and bad*

#### **Planning your exit**

Exit options, how to structure a deal, tax implications, getting professional help

*Workshop: Experiences and apocryphal stories*

## Module 5

Friday 26th - Saturday 27th February 2010

### PRESENTING YOUR GROWTH PLANS

Revisit: What do you want to get from your business?

*Workshop: Developing your action plan for growth and exit – workshop*

Individual coaching: Developing your action plan for growth and exit

## Presentations and Gala Dinner

The culmination of the programme, and the launch-pad for your business's new growth plan is the final presentation and gala dinner.

You will present your growth plans to the 'Board' for peer review, feedback and refinement

During the programme you will have the opportunity to hear from and interact with previous programme participants. You can understand the changes they have made as a result of being on the programme, and in turn you will help them to revisit some of the lessons they learnt. On completion you will also be invited to join our Programme Alumni.

# THE BUSINESS ACCELERATOR

## Who should attend?

Entrepreneurs, business leaders and key members of management teams, from both the private and public sectors.

This programme is designed for all those interested in growing their business, however you must have executive authority to implement change in order to participate.

## The venue

**Redworth Hall Hotel, Redworth, Darlington, DL5 6NL, UK**

Barcelo's Redworth Hall Hotel is a beautiful 4 star Darlington hotel standing in 25 acres of peaceful woodland.

Housed in a Georgian building the hotel is positioned close to Newton Aycliffe and 6 miles from Darlington in County Durham, England.

The hotel in Darlington dates back to 1744 and combines traditional elegance with contemporary style. The 143 modern guest rooms are well appointed and host a number of amenities.

Participation in the programme includes day time refreshments and lunch, however participants are responsible for their own dinner and overnight accommodation. Please book your accommodation direct with the hotel. If you quote 'Finance Tree' on booking you will receive special rates for dinner, bed and breakfast.

## 5 reasons to attend

- 1 Double your turnover in 2 years
- 2 Identify and tear down your barriers to growth
- 3 Focus on you and your ambitions for the business
- 4 Work with your and share experiences with peers that you can call on for years to come
- 5 100% based on your company's unique needs, with real change built in as you go



### A message from Ward Hadaway

"It is always rewarding to help businesses achieve their goals and successfully grow, so I am delighted to be involved in the Business Accelerator Programme.

"With a line-up of experts who have in-depth knowledge and experience, I am sure it will be of great benefit to those taking part"

**Martin Hulls, head of corporate finance at Ward Hadaway**

# PROGRAMME



Finance Tree provides training and support services in and around venture capital and raising finance and investment for businesses. We specialise in business start-up and growth. Run by business people for business people, we only work with and use trainers and speakers who have recently raised finance, grown their own company or are directly part of the advisory professions. Our approach is valued by people who want to understand key financial and business concepts quickly, and in the context of their business.

- Business planning for companies seeking investment
- Preparing companies to meet investors
- Financial training
- Technology transfer and commercialisation services
- Mentoring & coaching for business growth, and
- Project management for investment and business support.



Deloitte is renowned in the marketplace for its innovative and collaborative culture, commitment to delivering an outstanding quality of client service, and enabling its people to excel in everything they do.

Deloitte's breadth and depth of services and forward looking approach make it a leading force in its chosen areas of business - audit, tax, consulting and corporate finance - and it works with clients who vary from owner-managed businesses to large multinational operations.

Deloitte takes pride in a long-standing reputation for providing an efficient service, an independent approach and world-class expertise.



Ward Hadaway is one of the largest law firms in the North of England with a reputation for quality, innovation and a firmly practical approach to meeting our clients' needs.

We operate from offices in Newcastle and Leeds and have a substantial client base of regional, national and international clients from the private and public sectors.

We pride ourselves on a real working knowledge of the commercial world and have extensive experience of working with companies ranging from owner-managed businesses and SMEs to high-profile plcs.

As a full service law firm, we can offer expert advice on all the many challenges and opportunities faced by growing businesses. From employment and property issues to raising finance and making acquisitions, we can help at every stage.

Little wonder that independent legal guide Chambers & Partners UK said that "Ward Hadaway is well ahead of its North-Eastern competition" and is "a dynamic firm always looking to the future".



#### A message from Deloitte

"Deloitte is delighted to be involved in the highly interactive Business Accelerator Programme which can give participants the opportunity to expand their knowledge, expertise, confidence, and insight to grow their business and in turn generate turnover, profitability and wealth."

**John Spurr, Partner, Deloitte**

# REGISTRATION FORM

Registration fees include all teaching and materials, templates and models plus daytime refreshments including lunch

Fees		
	Programme fees	Early Bird (up to July 3, 2009)
Full programme 5 x 2 day modules	£3,250	£2,995
Per module	£775	£725

## Please register me for the following

(check EITHER the full programme, or the individual modules you wish to sign up for):

**The full programme  
(5 x 2 day modules)**

## The following module(s)

### Module 1

Friday 25th - Saturday 26th September 2009

**You and your business strategy/  
Products and services**

### Module 2

Friday 30th - Saturday 31st October 2009

**Markets, customers and how to  
get the most from them/Financing  
your business expansion**

### Module 3

Friday 20th - Saturday 21st November 2009

**Leadership and teams**

### Module 4

Friday 22nd - Saturday 23rd January 2010

**Planning your growth, and your exit**

### Module 5

Friday 26th - Saturday 27th February 2010

**Presenting your growth plans**

## Terms and conditions

Cancellations received more than 1 month in advance of attendance will receive a refund on the fee paid or due, minus 15% administration fee.

Cancellations received within 1 month of attendance will be refunded 50% of the fee paid or due.

Substitutions will be accepted up to 72 hours prior to attendance, however it is your responsibility to ensure that any substitutions have the appropriate authority within the business.

Whilst the programme will provide lunch and day time refreshments, delegates are responsible for meeting and arranging their own dinner, bed and breakfast accommodation costs.

In the unlikely event of any aspect of the programme being cancelled, Finance Tree's liability shall be limited to refunding the appropriate programme fees.

## Please register the following delegate

Name \_\_\_\_\_

Position \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Postcode \_\_\_\_\_ Country \_\_\_\_\_

Phone \_\_\_\_\_

Email \_\_\_\_\_

For payment please supply a purchase order reference or credit card details

PURCHASE ORDER REF: \_\_\_\_\_

Please bill my

VISA  MASTERCARD  AMERICAN EXPRESS

Name on card \_\_\_\_\_

Credit Card Number \_\_\_\_\_

Start date \_\_\_\_\_ Expiry date \_\_\_\_\_

Signature \_\_\_\_\_

## Book your place

Online: [www.growth4u.biz](http://www.growth4u.biz)

Fax: 0191 230 6377

Post: 16-18 Hood Street

Newcastle upon Tyne NE1 6JQ

Phone: 0191 230 6370

## 100% guaranteed results

If you're not happy, we're not happy. Go back to your business and apply what you have learnt. If you're not absolutely delighted with the results you achieve, get in touch with us right away. We'll issue you a refund or arrange complimentary attendance for you on the next session.

### That's our guarantee!