

Harrogate Business Advisors – Export and Innovation

Title of Proposed Programme	High Performing Workplaces
Programme Content	<p>The programme will cover a number of topics, amongst them are;</p> <ul style="list-style-type: none"> Identifying new markets, here and overseas Developing the Marketing messages – in terms of ‘value’ Developing the Sales pipeline Resolving the product/service delivery method overseas Using innovation to gain an ‘edge’ Being creative in developing solutions Where to turn for help – signposting to other services in LCR
Course delivery method	<ul style="list-style-type: none"> Employer premises Third Party premises Any premises Online
Duration	To be delivered in twenty sessions, over a two-month period
What are the perceived business benefits of the proposed training and what are the outcomes for the business	<p>The programme is meant for a specific set of SME businesses. It is designed to provide the maximum return on investment by growing market share at home and overseas.</p> <p>It will also demonstrate how businesses can use innovation to be creative in their thinking, with regards to generating growth overseas.</p> <p>So, the outcomes for the businesses that benefit from this are measured in increased profit and increased job numbers.</p>
Target group of participants/Who should attend	SMEs that already have success with a product or service and wish to expand their operations abroad.
Is there opportunity for delivery to be flexible dependent upon the needs of individual learner/employer	<p>The delivery will have the needs of the individual employer and employee in front of mind at all times. Although lots of what will be covered will be generic, the business owner will have been consulted on how their specific project will be delivered.</p> <p>Also, when discussing specific areas (for example, their Value Proposition and ‘stories’ for their Marketing) the content of the training at that time will fully reflect the learner and employer and will be tailored to their needs.</p>