

Business Growth Programme (BGP)

Cranfield
School of
Management



Business Growth Programme (BGP)

We have been working with ambitious owner-managers for 29 years, helping them to grow and develop their businesses.

During this period, we have helped over 2,300 owner-managers achieve their business and personal ambitions. They attend the programme for a variety of reasons. Some are seeking to grow their business more quickly and achieve increased profits. For others, the business is already growing rapidly and the issue is about controlling the growth. Sometimes the motivation is to develop a robust strategy focused on an exit plan.

Often the motivations are more personal: Seeking clarification of goals and drivers or sharpening management and leadership capabilities.

Whatever you are looking for, we have the experience and expertise to help you create the future you want for you and your business.

Previous attendees include:

THATCHERS



livity

FROSTS
...naturally

RIVIERA
TRAVEL



HOTEL
Chocolat.

the
Vintner

Go Ape!
LIVE LIFE
ADVENTUROUSLY





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**To book a free place at our
next Briefing Event, visit:**

www.cranfield.ac.uk/som/bgp



Benefits to you and your organisation

Designed specifically for owner-managers, the BGP provides a unique opportunity to step back from the day-to-day demands of running your business. By the end of the programme, you will have the ability and confidence to develop a comprehensive and robust strategy for the future.

The BGP is centred on the reality of your business – your current challenges, opportunities, future goals and ambitions. Because of this, the benefits you gain will be unique to you. We know for certain that businesses participating in the BGP grow both sales and profits faster than their peers and more quickly than they did before.

Who is the programme for?

Owner-managers of businesses that have been in operation for at least three years and typically have a turnover of £0.5 million and £20 million. In some circumstances, the BGP is also appropriate for managing directors of privately-owned businesses who have strategic control, but not necessarily an ownership stake.

“After 16 years of trading the business has doubled in value over the last 18 months. Our growth and profits are all up versus the corresponding period last year. That in its self is a remarkable achievement. I owe all of this to the Cranfield BGP course. It is and will probably remain the single best investment decision I have ever made.”

Tony Lowes,

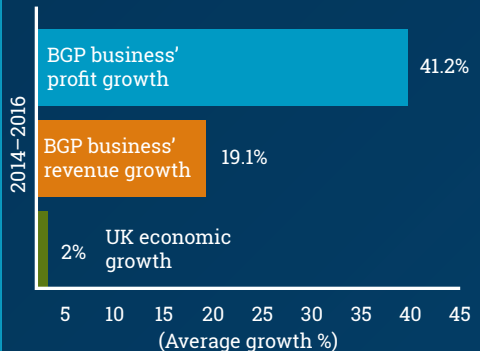
Managing Director, Liversedge Telecom Services Ltd.

What will I get out of it?

According to past participants, the most frequently cited benefits are:

- Faster and managed growth.
- A more valuable business.
- A robust and rigorous plan.
- More confidence, focus and energy.
- Improved profitability.
- Greater clarity about personal goals & drivers.
- More effective leadership capabilities.
- Greater confidence in the future.
- Less stress, more time off and more fun!

How much growth do BGP businesses experience once they have completed the programme?



Figures are based on research taken with our BGP alumni between 2014 and 2016.

“The BGP was a revelation! We were learning from real business challenges and identifying real opportunities for our own business. Go Ape is now one of the UK’s 100 fastest growing independently owned businesses. It wouldn’t have happened without the BGP.”

Tristram Mayhew,
Founder and Chief Gorilla, Go Ape



BGP content and design

The BGP is a modular programme running over a period of nine months starting in January, May and September. There are four two-day modules which take place at Cranfield School of Management.

In between the modules you will be developing your strategy for the business and making immediate improvements. Five weeks after the fourth module we schedule a Business Plan Review day where you present your strategy and plans to a panel of BGP team members and independent advisors. Six months later you reconvene for Progress Review Day when we review progress against your plan.

BGP aims to create a community of inspired owner-managers committed to developing themselves and their businesses.

A black and white portrait of Geeta Sidhu-Robb, a woman with long dark hair, smiling. She is wearing a dark sleeveless top. The portrait is positioned on the left side of the lower half of the page, overlapping a blue and white geometric background.

“BGP is having a huge impact; we have changed the basic structure of how the business works and cut costs by 28%. We’ve had the best February we’ve ever had since starting the business – it’s 110% up on this time last year!”

Geeta Sidhu-Robb,
Nosh Detox Delivery

Programme details

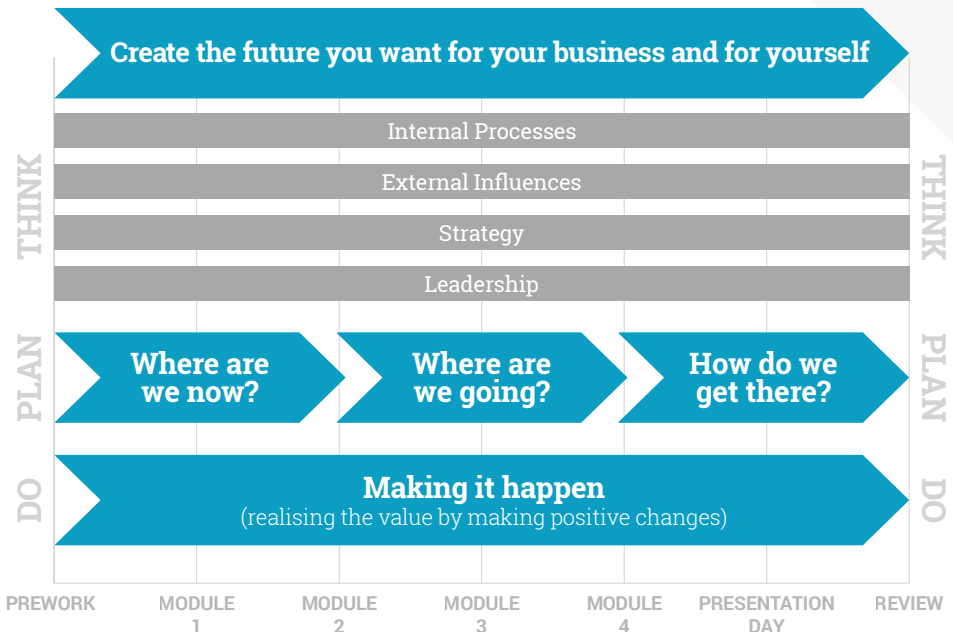
The BGP is a modular programme that enables you to continue running your business while you participate.

The programme is built around a core process whereby you develop a growth strategy for your business and a plan to implement that strategy, using a simple, yet rigorous structure.

During the programme you will:

- Develop a robust strategy and plan for your business.
- Make immediate improvements.
- Be allocated a business counsellor dedicated to working with you and who will visit your business.
- Benefit from peer group input, challenge and support.
- Have access to market and competitor information.

Programme structure



Programme team

The BGP has a strong team of contributors and counsellors who have helped develop and grow owner-manager businesses over many years.



Dr Veronica Burke **Programme Director**

Veronica is an expert in executive development, her research and publications focus on leadership, conflict management, learning transfer and peak

performance. She works internationally as an organisational development consultant and executive coach and has a special interest in the development of high potential managers.



Philippa Thurgur **Co-Director**

Philippa's career has spanned design, manufacturing, key account management and executive education. She has worked with a wide

range of clients undertaking significant organisational change, specifically through strategic competency and capability based interventions.



Carol Foussat **Deputy Director**

Carol runs a coaching and consulting business. She works with Managing Directors in organisations going through change to improve

their performance. She is a Visiting Fellow at Cranfield School of Management and runs one of the Business Growth Clubs.



Peter Swanson **Counsellor**

Peter has over 30 years of SME management experience, founding his main business in the early 80s, supplying materials and related products to high

technology manufacturing companies. He is an award winning technical author and seminar presenter.



Yvonne Quinn **Counsellor**

A serial entrepreneur, SME owner/investor and leadership coach, Yvonne has worked at Board and Director level, driving the effective achievement

of operational, financial, marketing and sales goals. Yvonne also runs one of the BGP Business Growth Clubs.



Jerry Sandys **Counsellor**

In the last 30 years Jerry has started and grown four successful companies. TDC, a technical component distributor was started in 1993 and following

impressive growth, turnover increased from £330,000 to £6.5m. In 1998 TDC was named the 86th fastest growing company in the Sunday Times Fast Track 100.



**John Kerr
Counsellor**

John runs his own management consultancy business, and has over 25 years' business experience, previously holding middle and senior management posts, in telecommunications, banking, and upstream oil & gas.



**Mike Meldrum
Counsellor**

Mike is an independent consultant, working with a range of organisations, providing marketing, strategy and developmental services. Mike was also a Lecturer at Cranfield for 18 years.



**Andy Howarth
Counsellor**

Following an MBA from Cranfield, Andy spent several years in consultancy. He has a strong background as an educator, teaching all aspects of financial and non-financial analysis.



**David Welling
Counsellor**

Exclusively working with owner-managed businesses to improve performance and to create and realise enterprise value. David has direct experience of working in a wide and growing range of sectors across B2B and B2C.



**Viv Semmens
Counsellor**

Viv is a Cranfield Visiting Fellow and an independent consultant, specialising in people development to deliver improved financial performance in the business, and stronger capabilities within the team.



**Dave Abraham
Counsellor**

David helps SMEs to shape their IT strategy and direction, and then implementation, to help them obtain the benefits from good processes, systems and IT, helping them to grow, flex and be efficient to grow profits.



**Mike Stiles
Counsellor**

Mike is director of MD Consulting, a management consultancy that provides coaching, consultancy and interim management services for UK and international clients.



**Pinder Hujan
Counsellor**

Pinder has had an entrepreneurial spirit from a young age, having grown up in a SME family business. Pinder is fascinated about all aspects of running a business, in particular developing team performance and client experience.

Continued support

There is continuing support available to the BGP participants through a range of groups, events and programmes:

Support programmes

The BGP offers you a chance to fully plan your growth strategy, but you also need to equip your team with the skills and tools to achieve your goals. We have three complimentary programmes for growing businesses which are ideal for your senior team.

Essential Management

www.cranfield.ac.uk/som/em

Essential Management provides new and experienced managers with the toolkit of skills to become commercially focused, confident members of your senior team, who will contribute more to the future success of the business.

Finance Fundamentals

www.cranfield.ac.uk/som/ff

Finance Fundamentals is for managers who need some familiarity or a refresher in financial concepts that are required by every owner-managed business.

Sales Essentials For Success

www.cranfield.ac.uk/som/ses

Sales Essentials for Success is for those responsible for building, managing and motivating your sales team.

BGP Clubs

The BGP Clubs provide a network of support and mentoring which builds on the unique Cranfield approach to owner-managed businesses. The network consists of a number of regional groups, each chaired by a facilitator who is an experienced BGP business counsellor.

BGP events

Designed specifically for the BGP Alumni.

BGP network

Over 2,300 like-minded owner-managers who have completed the BGP.

The Cranfield learning environment

Our Executive Programmes are held at the Cranfield Management Development Centre.

Taking care of your every need

We understand that development doesn't only happen in the lecture room. That is why the Cranfield Management Development Centre provides inviting lounge areas where you can network with your colleagues, restaurants that allow conversation to flow easily as you enjoy the excellent cuisine, and fitness facilities, including a swimming pool, sauna and exercise room, to relax and invigorate you at the end of the day.

A home from home

After a hard day's learning, lie back and relax in one of the 186 modern en-suite bedrooms, all of which are designed to make you feel at home. The amenities include free Wi-Fi, Freeview television, a great working area with appropriate light and desk space and a music centre to help you unwind.

How do I find out more?

Contact the BGP team or join us at a free Business Growth Briefing Event, they take place across the country and they provide a great opportunity for you to meet members of the BGP team, talk to some past participants of the programme and take away key insights and knowledge that you can put into action immediately.

**To book your BGP place or attend
a free Briefing Event, please contact:**

Sharon Kennedy

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E: s.kennedy@cranfield.ac.uk

Or visit:

www.cranfield.ac.uk/som/bgp



Location

How to find us

Cranfield School of Management is located about halfway between London and Birmingham, and on the outskirts of Milton Keynes. Junctions 13 and 14 of the M1 are five minutes away and Milton Keynes railway station is 20 minutes by taxi. London Luton, Stansted and Heathrow airports are 30, 90 and 90 minutes respectively by car, offering superb connections.



Enquiries

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www.BGPcranfield.co.uk



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