

# ACADEMY OF LEADERSHIP & MANAGEMENT

Executive education  
and key people  
development

## BUILD YOUR OWN BUSINESS

A Premier Adviser Business  
Support Programme

SFEDI AWARDS  
APPROVED CENTRE

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[www.academyim.co.uk](http://www.academyim.co.uk)  
Telephone: +44 (0)845 890 2549

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## THE PROGRAMME

Build Your Own Business is a programme specifically developed to support you in the researching, planning and starting a business.

This is both an exciting and challenging time and the programme is designed to support you as you progress through the steps and stages that will help you to survive, thrive and prosper.

The programme comes from the same stable as the award-winning Premier Adviser programme and is delivered by the same team. It is supported by the Institute for Enterprise and Entrepreneurs and makes use of their experience, materials and networks.

## WHY THE APPROACH WORKS

The programme is designed around the journey from business idea through planning to successful start-up. It covers aspects of your own drivers for starting the business, the kind of business you intend to start, researching the market, developing relationships, planning, finances and, finally, getting started. It is delivered through a blend of learning, incorporating online learning, containing videos, readings and reflective questions, practical activities that help you to build your business and personal coaching from an experienced Business Adviser. Your journey is supported by both the Adviser and your Learner Manager, who will always be on hand to help you to find answers any questions you may have.

All this means that, by the end of the programme, you will have:

- Developed an understand your own motivations and drivers for starting your own business
- Decided on the type of business you intend to start
- Researched the markets for your business and developed ways to communicate with the important people within them
- Identified and developed key relationships with people and organisations that are important to your business
- Created a plan of action and a business plan in a format appropriate to your business
- Considered financial aspects of your business, including how to fund it and how to look after your money
- Started your business or, if not, developed an understanding as to what to do when you and the marketplace are ready

## PROGRAMME CONTENT

Overall, you will receive structured help in the journey through this exciting and challenging time, ending in your final ambition of **Building Your Own Business**.

### You, your business, your future

A business owner is the most important person in a new business. So, before you start thinking about the type of business you might run, the services you could offer, your clients or customers and so forth, you need to work out why you want to start your business. This session looks at this important precursor to your business start.



### Your sort of business

This session is focussed on your business. It will look at the sort of business you want it to be, whether you want to start up from scratch or buy another one or perhaps take on a franchise, in preparation for setting up and building your business.



### Researching your market

This session looks at ways in which you will research the market for your product, service or idea. You will develop your ideas around what and where the market exists and the customers and others important to it, in readiness to communicate and sell to them.



### Business relationships

This session encourages you to think about the people who might help you to get started. Your business contacts and the relationships you have with them can be vital in the success of your business and this session focused on how best to tap into these relationships to support your business as you build it.

### Building your marketing plan

This session encourages you to take your market research and use it to build a practical marketing plan focused on success. Your plan will help you to stay focused on the products and services you are going to sell and the customers to whom you intend to sell them.



### Planning to act

This session helps you to create a plan that will act as a constant companion for you as you set up and build your business. It will help you to stay focused on your longer term goals, make the important decisions that are going to come your way and help you to find answers to some important questions related to your business success.

### Thinking about money

In this session, you will work out how to set up your finances, taking control of your money from the start. You will work out your costs, decide how you will fund your business and make accurate estimates of sales and profits. In the process, you will also learn how to deal with some all important paperwork.



### Down to business

In this session, you will look at methods of selling and presenting your business and making sales. It will help you to identify your customers and sell your products or services to them, using methods and approaches that work for you and your products or services.

### QuickCanvas

In this session, you will complete a QuickCanvas. This is a 'strategic plan on a page', which will help you to see your key propositions, customers you wish to sell to and ways you intend to communicate with them, resources and people that are important for this and the money you will need to support your business and where it is going to come from. This will pull together your thinking and provide you with a clear vision for starting and building your business.



### Your business plan

This session will help you to create this essential document in a format that suits you, your business and your market. It will help you to summarise your thinking and create something that is useful, user friendly and key to the foundations required to build your own business.

**LEARNING ACTIVITIES**

- Online learning, incorporating learning programmes, case studies, videos and a workbook
- Practical activities focused on building your own business
- Personal coaching from a qualified and experienced business adviser
- Email support for your learner journey

**ABOUT THE ACADEMY OF LEADERSHIP & MANAGEMENT**

Based in Scotland, The Academy of Leadership & Management is a well respected provider of executive education and key people development in:

- business & enterprise
- business support
- leadership & management
- coaching & mentoring

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We are an Institute of Enterprise and Entrepreneurs (IoEE) Academy, as well as working with a number of other awarding bodies and universities. We are also members of Enterprise Educators, a body that supports training and education for enterprise and entrepreneurs throughout the UK.

The Academy has a strong reputation in the field of enterprise and business education. Our team has worked in the field since 1996, is regularly consulted on the subject and has won a number of national awards for their programmes and their teams over the years.



**John Parker (Programme Director)** is a highly experienced coach, trainer and assessor in the fields of enterprise, leadership and management. He has spent much of his career leading award winning development and accreditation programmes for business support professionals. He has also acted as an executive coach to senior executives and managers in a range of sectors, in

both the UK and overseas. John was appointed Visiting Professor at Edinburgh Napier University Business School in 2005 and is also an associate of the Edinburgh Institute. He is a Fellow of both the Institute of Leadership and Management and the Chartered Management Institute.

**Your Business Adviser**

You will work with a qualified and experienced business adviser, well used to working with business starts across a broad range of outcomes. Your Adviser will be Premier Adviser-qualified, assuring you of their professionalism, knowledge of business and capabilities in guiding new businesses from tentative first steps to the point where they survive, thrive and prosper. In addition, each student is allocated a named member of our Learner Management team who is their first port of call for any day to day enquiries regarding their course of study.

**FURTHER INFORMATION**

For further details, please call John Parker on 0845 890 2549 or email [info@academylm.co.uk](mailto:info@academylm.co.uk)

**PROGRAMME COST**

**£795 inc VAT**

all materials, IoEE membership and certification