

EFFECTIVE BUSINESS START-UP

Creating a successful **business for the future**

This modular three-workshop programme focuses on starting your new business with maximum effect, whether you're a sole trader, partnership or limited company, providing a **logical structure** that will drive **inspired leadership** and **measurable, sustainable results**.

Attend any or all three workshops, and you will access tried-and-tested tools to practically and immediately improve your business proposition and route to market. You'll also get the opportunity to develop your brand and service offering by truly getting to know your customers and competitors.

There will be no competing businesses on any workshop, allowing you to benefit from fresh insights and perspectives from a variety of industries through interactive discussions with your fellow participants. The workshop will be led by the iNNiTi effect founder **Alexandra Poole**, who will share her invaluable insights for building a successful company, leaving you motivated and well on the way to creating your **BUSINESS FOR THE FUTURE**.

the iNNiTi effect will increase the likelihood of your business' success by applying its core values:



- Use our **SHARED AMBITION** to develop business-critical thinking to create a start-up plan unique to you and your new business
- Harness **iNSPIRED LEADERSHIP** to bring your ideas to life
- Find out how to utilise **EFFECTIVE TEAMWORK** to communicate your plans and ideas inside and outside your business
- Understand the importance of **HUMAN CONNECTION** and develop your unique selling point
- Learn how to monitor your new business plan for **SUSTAINABLE RESULTS**

WHAT'S INVOLVED?

A 30-MINUTE INDIVIDUAL PREPARATION CALL

Before attending any module, you will have a personal call with our **COLLABORATIVE LEARNING** specialist to understand you, your organisation and your requirements from the module(s).

You will be asked to prepare information to bring along to the day. This preparation is invaluable, as it puts the focus on you and the tangible output you want to see as a result of the module(s).

THE MODULES

NB – there will be a maximum of six participants at each workshop

MODULE 1: START-UP 101 (8 hours)

The vision

- Creating the vision (understanding your purpose/long-term goals)
- Building your values (storytelling)
- The importance of name
- Personalising your customers
- Understanding your competitors
- Targeting sectors/locations
- Defining your offerings

MODULE 2: BOOST YOUR BUSINESS CONCEPT (4 hours)

Turning vision into action

- Building your strategy
- Setting measurable goals
- Deploying your strategy

MODULE 3: OPERATING EFFECTIVELY (4 hours)

Next steps

- Networking strategy
- The mechanics (marketing the business)
- Building a personal brand
- Utilising support (grants/funding)
- Set-up basics (checklist)

A 30-MINUTE FOLLOW-UP COACHING CALL

After investing in any module, this individual follow-up call will explore how you have applied your learning, challenges and possible next steps. We will help you to maintain momentum from the module(s) by holding you accountable for delivering actions as a result.

ADDITIONAL INFORMATION

TAILORED BUSINESS OPTIONS

We know the greatest success comes from everyone being involved. However, if you would prefer to explore your business ideas in greater depth with all the focus on you and your new venture, please contact us for our one-on-one coaching options.

COMPLEMENTARY WORKSHOPS

We also provide the following complementary workshops:

- MANAGING DAILY IMPROVEMENT
- PRACTICAL PROBLEM SOLVING
- WORKING FOR THE CUSTOMER (LEAN BASICS)

INFORMATION AND BOOKINGS

To find out more information or to book, please email hello@theinnitieffect.co.uk or call 01438 712611.

WORKSHOP TESTIMONIAL

"This is not your average 'how to write a business plan' course; it's absolutely invaluable for anyone starting out in their own business. the iNNiTi effect's holistic approach, passion and proven methodology gives you the tools to build your fledgling business' proposition and service offering in order to realise opportunities for success in the long term."

Managing director, marketing and advertising sector

www.theinnitieffect.co.uk



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The iNNiTi effect