



HELP TO GROW

A Government-Funded Management Programme for Senior Leaders

Help to Grow: Management is a nationally recognised, government-funded management development programme designed for senior decision-makers in small and medium-sized enterprises (SMEs). It is delivered by Coventry University Business School in collaboration with the Department for Business, Energy and Industrial Strategy, and is accredited by the Small Business Charter (SBC).

The programme is 90% government-funded, so the participant contribution is £750. Coventry University currently offers a bursary of £750, meaning that eligible GAMBICA members can access the programme at no financial cost. Other providers of this programme may not offer a bursary.

GAMBICA is exploring the possibility of arranging a dedicated online cohort exclusively for members, which would remove the need for travel. A minimum of 15 committed participants is required. Please register your interest with us so we can assess demand.

WHAT YOU WILL GAIN

- A tailored Growth Action Plan to help you lead and develop your business
- 10 hours of one-to-one mentoring from an experienced business leader
- Up to 50 hours of high-quality Continuing Professional Development (CPD)
- Enhanced strategic and management capabilities
- Tools to improve employee engagement, digital adoption, marketing and financial management
- Resilience frameworks to navigate uncertainty and change
- Access to a growing alumni network of like-minded business leaders
- Access to Coventry University's library resources and workspaces

INTERESTED?

To join Help to Grow or to enquire about details, please contact:
lab@gambica.org.uk

Visit the GAMBICA leadership training page for further information:
<https://www.gambica.org.uk/activities/leadership-training.html>

Programme Structure

The programme comprises 12 modules, combining eight online sessions with four face-to-face case study workshops. It also includes weekly peer-to-peer networking sessions. The programme is specifically designed to be completed alongside full-time work.

The 12 Modules

1	Strategy and Innovation	7	Organisational Design
2	Digital Adoption	8	Employee Engagement and Leading Change
3	Internationalisation and Winning New Markets	9	High Performance Workplace - Case Study
4	Vision, Purpose and Value	10	Efficient Operations
5	Developing a Marketing Strategy	11	Finance and Financial Management
6	Building a Brand - Case Study	12	Implementing Growth Plans - Case Study

At a glance

Cost	£750 per person (Coventry University bursary of £750 currently available - making the course free for eligible participants)
Duration	Several months
Time commitment	12 days in total (online and in-person)
Mentoring	10 hours of one-to-one mentoring included
CPD	Up to 50 hours of Continuing Professional Development (CPD)
Who it is for	Senior decision-makers in SMEs with 5-249 employees
GAMBICA cohort	Online-only cohort possible with 15+ committed participants