

SCALE UP NEWANGLIA

HIGH GROWTH PROGRAMME

The New Anglia Growth Hub High Growth Programme serves as a valuable resource for businesses and entrepreneurs in the region, offering education, networking, and support to help them prosper and contribute to the economic development of New Anglia.

Overview: The High Growth Programme is a fully funded tailored Programme comprised of a series of organised gatherings and educational sessions offered by the Growth Hub initiative in the New Anglia region.

Purpose: The primary purpose of the High Growth Programme is to empower scaling businesses, both of small and medium-sized enterprises (SMEs) by offering them access to valuable information, expertise, and networking opportunities.

Knowledge Sharing: These events and workshops feature expert speakers, industry leaders, and professionals who share their insights, experiences, and knowledge on a wide range of business-related topics. Topics can include business strategy, marketing, finance, technology, and more.

Skill Development: Many workshops focus on practical skill development. They provide hands-on training and guidance in areas such as digital marketing, financial management, leadership, and customer service.

Networking Opportunities: The events and workshops offer a platform for business owners, entrepreneurs, and professionals to connect with each other. Networking is a crucial aspect as it can lead to collaborations, partnerships, and new business opportunities.

Problem Solving: Some events may have a problem-solving or brainstorming component where participants can discuss specific challenges they face in their businesses and seek advice and solutions from experts and peers.

Access to Resources: Businesses will gain access to our valuable resources including our dedicated team of advisers, tools, and templates that can help them streamline their operations and make informed business decisions.

High Growth Advisers: Our dedicated team of advisers offer one-to-one support and aim to diagnose barriers to growth and agree action plans to overcome them.

Up-to-Date Information: In rapidly changing business environments, these events and workshops aim to provide the most up-to-date information on industry trends, regulations, and best practices.

Tailored to Needs: Events are often tailored to meet the specific needs and interests of different businesses, ensuring that participants can choose sessions that are most relevant to their goals and challenges.

Accessibility: New Anglia Growth Hub strives to make these events and workshops accessible to all High Growth businesses in the region and are free of charge.

Community Building: Beyond knowledge and skills, these gatherings help build a sense of community among businesses in the New Anglia region. It fosters a supportive environment where businesses can learn from each other and grow together.

Registration Process: Businesses interested in attending these events and workshops typically need to register in advance. This allows organisers to plan and ensure that attendees get the most out of the experience.

HIGH GROWTH NETWORK

Our flagship Programme is the High Growth Network

The High Growth Network (HGN) Programme is a brand new, fully funded scheme designed to help small businesses in Suffolk and Norfolk learn critical business skills and create strong networks with like-minded peers. Upon completion, businesses will have produced their own **actionable business plan** to support their high growth over the coming 12 months.

HOW DOES IT WORK

Participants will join the scheme in cohorts of up to eight businesses each. Each fortnight, they will meet virtually for 2.5-hour workshop and peer learning sessions to work through a comprehensive syllabus of critical business skills. The programme is designed to fit in around the day-to-day running of your business and provide real-time implementation of the concepts being taught.

WHO IS IT FOR

The HGN Programme is for small business owners, or their senior management, looking for clarity and direction to grow their businesses to 6 or 7 figures in the next 12 months. Any industry is welcome, and the cohorts will consist of mixed sectors to maximise the peer learning opportunities.

TO BE ELIGIBLE, BUSINESSES MUST:

- Be committed to the full 12-week programme that consists of six fortnightly sessions of 2.5 hours each.
- Be based in Norfolk or Suffolk or be looking to bring economic activity to the region with a second business premises.
- Employ 3 or more staff.
- Be looking to increase their revenue to 6 or 7 figures in the next 12 months.
- Have at least 12 months of trading to date.

WHAT TO EXPECT:

During your time on the course, you will be involved in:

- **Critical skills workshops** - run by New Anglia Growth Hub's Business Advisers as well as industry experts
- **Peer learning and networking** – you will be connected with other small business leaders through facilitated small group video calls, in which you can share your experiences on the module content, and work together to develop your Business Plan.
- **1:1 support** – you will receive additional 1:1 support in the form of scheduled Zoom sessions to help you apply what you learn, and they will support you to develop your unique Business Plan. The sessions are designed to keep you accountable, challenge your thinking and a great way to sound out the viability of your ideas.

WHAT'S IN IT FOR YOUR BUSINESS?

After 12 weeks and 15 hours of supported learning, you will have developed a Business Plan – one that is uniquely tailored to helping you to lead and grow your business. During the Programme, you will have access to all of New Anglia Growth Hub's resources including Business Growth Advisers, specialist Skills Advisers as well as your peer network and the Scale Up New Anglia alumni.

PROGRAMME OVERVIEW

The High Growth Network Programme has been designed so that you establish your personal and business goals in Session 1 of the curriculum. Over the next five sessions, and with the support of your course facilitator and peers, you will create a strategy to achieve these goals in the following 12 months.

Session 1 – Setting Strategic Goals
Session 2 – Financial Management
Session 3 – Marketing Strategy
Session 4 – Sales Strategy
Session 5 – Operations Strategy
Session 6 – The Business Plan

[REGISTER YOUR INTEREST HERE](#)