



- **Increase Your Business Expertise & Embrace The Economic Upturn.**
- **Maximise Opportunities Created By Rugby World Cup 2011.**

Participate In A Unique New Initiative from:-

Rodney Economic Development Trust – Rodney's Business Support Agency, you will:

- Develop your business and receive public recognition for doing so.
- Become a 'member' of the 'BusinessBox' and be part of a dynamic business support network.

What's In It For You?

- Being part of a small development group of no more than 12 participants.
- A series of eight business workshops that follow a logical business sequence.
- Workshop content structured to fit within a business framework.
- Tutorials delivered by experienced facilitators.
- Creating a 'lifelong learning' culture within your business.
- Membership of the 'BusinessBox' - an indication of an efficient, developing, company which is nationally recognized.
- Active participation in discussion and implementation of what you have heard and learnt.
- Workbooks containing business tools for you to take away and instigate.
- A 'buddy' to work with during the implementation stage.
- Membership of an ongoing Business Support Group.
- A promotional event to celebrate your achievement.
- Marketing material to promote your achievement.

You will receive training which would normally cost you in excess of \$800 **AT NO COST.**

What's In It For Us?

- Testing of a brand new concept.
- Valuable feedback.
- Constructive criticism for us to build on and improve.
- Evidence that the initiative meets its Aims and Objectives.
- Completion of a benchmark, and evaluation against the benchmark, showing an improvement in business acumen.
- Creation of a group of ambassadors for the 'Live' implementation.
- Improved development for the business, thus raising the standard of offering within the Rodney district.

How Does It Work?

STAGE 1

Choose a work stream which most suits your business requirements from the following:

<p>General Business - you will be a business owner, employ 3 - 7 staff and work in any sector.</p>	<p>Customer Services – your business is in the hospitality sector and you employ at least three staff</p>	<p>Management & Leadership – you employ at least 8 staff and work in any sector. *Open to managers, team leaders as well as business owners.</p>
---	--	---

STAGE 2

Select at **LEAST 6** out the eight workshops below that you want to attend – **THE FIRST AND LAST ONES ARE MANDATORY.**

<p>‘The Vision’ BUSINESS PLANNING</p>	<p>Workshop 1 Mandatory</p>	<ul style="list-style-type: none"> Where are you going and how are you going to get there?
<p>‘Creating Inquiries’ MARKETING</p>	<p>Workshop 2 Optional</p>	<ul style="list-style-type: none"> Focus on your 8 most cost effective marketing strategies to gain more inquiries.
<p>‘Converting interest to Business’ SALES</p>	<p>Workshop 3 Optional</p>	<ul style="list-style-type: none"> Develop a 10 step sales process, and look at the skills needed to get more sales.
<p>‘How do you do what you do?’ TECHNICAL COMPETENCY</p>	<p>Workshop 4 Optional</p>	<ul style="list-style-type: none"> Look into your technical area of expertise /industry and what makes your business unique.
<p>‘How do you deliver what you do?’ SERVICE DELIVERY</p>	<p>Workshop 5 Optional</p>	<ul style="list-style-type: none"> Focus on logistics and service delivery systems
<p>‘Getting your customer coming back more often’ CUSTOMER SERVICING</p>	<p>Workshop 6 Optional</p>	<ul style="list-style-type: none"> How to best utilize your customer information and how to retain your clients and create new ones.
<p>‘Does it add up’ FINANCIAL MANAGEMENT</p>	<p>Workshop 7 Optional</p>	<ul style="list-style-type: none"> What financial controls do you need to have in place?
<p>‘Making sure systems and procedures are embedded’ BUSINESS MANAGEMENT</p>	<p>Workshop 8 Mandatory</p>	<ul style="list-style-type: none"> What management systems do you need to hold the business together and make it sustainable.

STAGE 3

Attend the workshops:

General Business - you employ 3 - 7 staff and work in any sector.		Customer Services – your business is in the hospitality sector and you employ at least three staff		Management & Leadership – you employ at least 8 staff and work in any sector.	
WORKSHOP START DATE	25 th Feb 2010	WORKSHOP START DATE:	25 th Feb 2010	WORKSHOP START DATE:	25 th Feb 2010
FREQUENCY:	Fortnightly	FREQUENCY:	Fortnightly	FREQUENCY:	Fortnightly
DAY:	Thursday	DAY:	Thursday	DAY:	Thursday
DATES:	25/02/10 11/03/10 25/03/10 08/04/10 22/04/10 06/05/10 20/05/10 03/06/10	DATES:	25/02/10 11/03/10 25/03/10 08/04/10 22/04/10 06/05/10 20/05/10 03/06/10	DATES:	25/02/10 11/03/10 25/03/10 08/04/10 22/04/10 06/05/10 20/05/10 03/06/10
DURATION:	90 mins	DURATION:	90 mins	DURATION:	90 mins
TIME:	5.30pm - 7pm	TIME:	3.30pm – 5pm	TIME	8am – 9.30am
MAX ATTENDEES:	12	MAX ATTENDEES:	12	MAX ATTENDEES:	12
VENUE:	REDT Offices – Orewa	VENUE:	REDT Offices – Orewa	VENUE:	REDT Offices – Orewa
FACILITATING COMPANY:	‘Innovative Business System’	FACILITATING COMPANY:	‘Above and Beyond’	FACILITATING COMPANY:	‘Innovative Business System’

NOTE:

Workshop participants will be paired and the expectation is that ‘buddies’ work together to complete the tasks set at each workshop.

STAGE 4

A celebration event will be held to acknowledge completion of the course with appropriate publicity.

STAGE 5

Business Support Networks will be maintained whereby the 12 participants continue to support each other under agreed guidance.



REGISTRATION FORM

What Do We Need From You?

COMMITMENT TO:

- attend at least 6 out of the 8 workshops on offer.
- work with your 'buddy'
- to become a part of the Business Support network once the training is complete.

REMEMBER THERE ARE ONLY 12 PLACES IN EACH WORKSTREAM - FIRST COME FIRST SERVED.

Please complete and return:

Business.....

Size..... Core Business Sector.....

Attendee..... Position.....

Address.....

Contact Numbers

Email:..... Workstream..... 1..... 2..... 3.....

Workshops wishing to attend: 1...... 2..... 3..... 4..... 5..... 6..... 7..... 8...

Why do you want to be part of this Pilot?.....

Comments:.....

How did you hear of the Initiative?.....

FAX to: 09 426 1385

EMAIL to: nicky@bizrodney.com

POST to: PO Box 610, Orewa 0946

Any Questions CALL 09 427 9475 or 021 540 845