



University of
Strathclyde
Business
School

GROWTH ADVANTAGE PROGRAMME 2024

THE DISCIPLINE OF GROWTH

Designed to deliver relevant, accessible and practical learning for the leaders of ambitious businesses in Scotland looking to scale up, the **Growth Advantage Programme** at Strathclyde Business School, combines world class executive education with the power of peer learning. Launched in 2015, it is unique in Scotland and offers a fresh alternative to more established growth programmes only available in England and overseas.

The 6-month programme is structured around 6 intensive sessions comprising a one-day Orientation session followed by 4 two-day workshops dedicated to the advantages which high growth firms are known to possess: **Market, Leadership, Operations, Resource** and a final Celebration Day.

Participants' learning is further enhanced through access to closed online communications platforms and a series of specialist masterclasses. The design of the **Growth Advantage Programme** allows participants to shape their own learning over time supported by diagnostic tools and take away tool kits for use back in their organisations with their own people.



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The Growth Advantage Programme is nothing short of brilliant.”

Sherry Coutu
Chair, ScaleUp Institute, April 2017

This encourages participants to take ownership of their own development and coach their management teams. It also ensures the direct relevance of the programme to the needs of each venture and its leadership team.

Throughout the programme, participants have the opportunity to learn directly from inspirational entrepreneurs and panels of experts during workshop sessions.

A key feature of the **Growth Advantage Programme** is providing participants with other forms of help as they grow. The resources available range from access to practical support from the University of Strathclyde, including Knowledge Transfer Partnerships and other forms of innovation services, signposting to support from Scottish Enterprise and Highlands and Islands Enterprise, Scottish Development International and Globalscot.

Accessing talent to support growth is another key element of the programme with opportunities to secure project support from Hunter Centre undergraduates and MBA students, product design resource from the Engineering Faculty, the use of the University Careers Service and sourcing interns via the Santander Universities Internship Programme.

The **Growth Advantage Programme** is delivered by Scotland’s top entrepreneurship faculty from the Hunter Centre for Entrepreneurship at the Small Business Charter Gold accredited Strathclyde Business School, including Professor Eleanor Shaw (ranked in the global list of the 100 leading professors in the field of entrepreneurship). The programme is directed by peer learning expert John Anderson, former Chief Executive of The Entrepreneurial Exchange.

The **Growth Advantage Programme** is aimed at existing businesses with a minimum £1 million turnover with real growth ambitions. To get the most from the programme we recommend that participants should be the founding managing director, chief executive or principal of the business with a significant ownership interest.



The 2024 Growth Advantage Programme starts in October 2024 and will take place at Strathclyde Business School in Glasgow and delivered face to face.

Key dates for this programme are:

Orientation Session	3 October 2024
Market Advantage	7 & 8 November 2024
Leadership Advantage	5 & 6 December 2024
Operations Advantage	23 & 24 January 2025
Resource Advantage	6 & 7 March 2025
Reflection and Celebration	27 March 2025

The Growth Advantage Programme has received significant investment from our strategic partners and as a result programme fees are subsidised, reducing the usual cost of £10,000 to £5,000 per participant.

“The course was life-changing. The quality of the lecturers and the cohort was excellent. I also really valued the opportunity to speak to other women in business”.

“This was the best learning experience I’ve had. Highly recommended.”



For more information about the Growth Advantage Programme and how to apply, please contact the Hunter Centre for Entrepreneurship
email: sbs.growthadvantage@strath.ac.uk

