



## HELP TO GROW: MANAGEMENT Frequently Asked Questions

### 1. WHAT IS THE HELP TO GROW: MANAGEMENT PROGRAMME?

Announced at Budget 2021, Help to Grow: Management (H2GM) is a practical management training programme delivered by world-class business schools accredited by the [Small Business Charter](#). H2GM will support leaders and senior managers of small and medium sized businesses to boost their business's performance, resilience, and long-term growth. The in-depth high-quality curriculum will support you to build your capabilities in leadership, innovation, digital adoption, employee engagement, marketing, responsible business, and financial management. By the end of the programme you will develop a business growth plan to help you lead your business to release its potential.

[Strathclyde Executive Education Development \(SEED\)](#) at Strathclyde Business School. [Strathclyde Business School](#) has held triple accreditation from the three main business school accreditation bodies – AMBA, EQUIS and AACSB – since 2004. We were the first business school in Scotland to achieve triple accreditation. We were also the first business school in Scotland to be awarded the Small Business Charter Award, which recognises our world-leading support for scaling Scottish firms through innovation, internationalisation and leadership.

### 2. WHAT ARE THE ELIGIBILITY CRITERIA?

To join H2GM your business must:

- Be a Small or Medium-Sized Enterprise (SME) based in the United Kingdom
- From any business sector, employing between 5 and 249 people
- Have been operational for at least one year
- Not be a charity

The participant must:

- Be a senior decision maker, such as Chief Executive, Finance Director, Operations Director, etc. (Please note, only one person per business can attend the programme)
- Commit to completing all sessions
- For businesses with 10+ employees, they can send an additional senior decision maker to a separate cohort, at the same rate

### 3. HOW IS A COHORT SELECTED?

Ensuring that everyone on the cohort feels comfortable and confident, and knowing that they are in a confidential environment is key to ensuring a successful experience for all. We work to ensure that companies are not placed in the same cohort as any competitors so this may mean that we have to offer alternative dates to those first chosen.

#### The place of useful learning

The University of Strathclyde is a charitable body, registered in Scotland, number SC015263

#### 4. WHAT TOPICS ARE COVERED IN THE H2GM PROGRAMME?

The programme is delivered in person at Strathclyde Business School, and the content is structured in four parts as set out below. Generally, in each part, the modules are delivered as 4- hour sessions. We draw on our own experience of programme design and delivery to tailor the centrally produced material towards SMEs in Scotland, including ensuring that examples and case studies are relevant and maximising the opportunity for peer learning.

We begin our programme with a combination of induction, where you meet your peers, and Module 1 which is a strategy session. Each part ends with a reflection on the previous two modules.

Part 1 – Strategies for Growth and Innovation		
Module 1 Strategy and Innovation	Module 2 Digital Adoption	Module 3 Internationalisation and Winning New Markets Case Study
Part 2 – Engaging with Customers		
Module 4 Vision, Mission and Values	Module 5 Developing a Marketing Strategy	Module 6 Building a Brand Case Study
Part 3 – Building a Sustainable and Agile Business		
Module 7 Organisational Design	Module 8 Employee Engagement and Leading Change	Module 9 High Performance Workplace Case Study
Part 4 – Operations and Financial Strategies		
Module 10 Efficient Operations	Module 11 Finance and Financial Management	Module 12 Implementing Growth Plans Case Study



## 5. HOW MUCH TIME DO I NEED TO COMMIT TO H2GM?

At Strathclyde Business School, H2GM is delivered in 58 hours over 12 weeks and features:

- Initial 4-hour face-to-face session combining Induction and Module 1- Strategy & Innovation
- Seven facilitated 4-hour sessions including peer group work and a 2 hour lecture
- Four practical, face-to-face 4-hour workshops discussing a case study
- 10-hours of one-to-one support from a mentor
- All sessions run 13:00 to 17:00, initial session running from 12:15 to 17:00

The programme has been created to maximise the impact on your business. Attendance at each session and commitment to the learning and reflection on how to implement this into your business is an essential prerequisite to ensure you get the most from the course. This will also allow you to meet and learn from your peers. If a session is missed, you will be offered a catch up session.

## 6. WHERE ARE SESSIONS HELD?

All sessions are held at Strathclyde Business School, 199 Cathedral Street, Glasgow, G4 0QU.

## 7. WHO DELIVERS H2GM?

Each cohort is facilitated by an Enterprise Fellow from the [Hunter Centre for Entrepreneurship](#) at Strathclyde Business School. Unique in Scotland, Enterprise Fellows are entrepreneurs employed on a part-time basis to work alongside academic colleagues and help to bring our world class research and teaching to life in practical ways. Detailed module content is delivered by subject expert speakers from Strathclyde Business School; academics with a strong track record in working with SMEs.

The facilitator role is crucial – acting as the glue throughout the programme. They will be the principal point of contact for all participants; will facilitate each session, working with the subject expert speaker; and be available of any additional support.

Facilitators are supported by H2GM Programme Director and peer learning expert John Anderson, Head of SME Growth & Board Development at Strathclyde Business School. Formerly Chief Executive of The Entrepreneurial Exchange, John leads the Scale Up Institute endorsed [Growth Advantage Programme](#) which he co-created in 2015.

Eleanor Mackay is the Senior Programme Manager and oversees the course. She joined the Business School in 2023 having previously worked in Strathclyde Inspire and has extensive experience of engaging with entrepreneurs and businesses of all sizes.



## 8. WHAT DOES H2GM COST?

The programme is 90% funded by the Government. The fee payable by participants is £750. This must be paid in advance of starting the programme via a payment link from our online shop.

## 9. WHAT IS EXPECTED OF ME AS A H2GM COHORT MEMBER?

H2GM will be an intense, but very practical and rewarding learning experience and you should be prepared to be fully present during all sessions. You will be open to sharing insights, ideas and challenges as well as offering support to your peers.

## 10. IS THERE ANY ADDITIONAL SUPPORT TO HELP ME GROW MY BUSINESS?

On completion of H2GM once you opt in, you will have access to an Alumni Programme featuring events with inspirational speakers, business clinics and networking events.

A key feature of all SME programmes at Strathclyde Business School is the provision of access to further practical support from the University. This can include Knowledge Transfer Partnerships (KTPs) and other forms of innovation services, as well as accessing talent to support growth, with opportunities to secure project support from Hunter Centre for Entrepreneurship undergraduates, postgraduates and MBA students; product design resource from the Engineering Faculty; the use of the University Careers Service, and sourcing interns via the Santander Universities Part-Funded Internship Programme.

In addition, all our SME programme participants benefit from being part of the Strathclyde Family and gain privileged access to a range of University events.

## 11. FURTHER INFORMATION

Please contact the team at [sbs-helptogrow@strath.ac.uk](mailto:sbs-helptogrow@strath.ac.uk) or e-mail programme administrator David Rush ([d.rush@strath.ac.uk](mailto:d.rush@strath.ac.uk)) for any other information or the dates for 2023/24 cohorts.