

HELP TO GROW: MANAGEMENT Frequently Asked Questions

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

Now in its fifth year, Help to Grow: Management (HtG:M) is a practical management training programme delivered by world-class business schools accredited by the [Small Business Charter](#). HtG:M supports 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.

2. WHY 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.

While HtG:M is typically delivered fully online or hybrid, we have uniquely chosen to deliver the course fully face-to-face to maximise the impact on each business, allowing participants to fully engage in the benefits of peer-to-peer learning. We have received outstanding feedback based on the in-person learning approach and the opportunity to meet and learn from peers.

3. WHAT ARE THE ELIGIBILITY CRITERIA?

To join HtG:M your business must:

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

Participants must be a member of the senior leadership team with at least one direct report.

*Businesses with 10 or more employees can register a second participant.

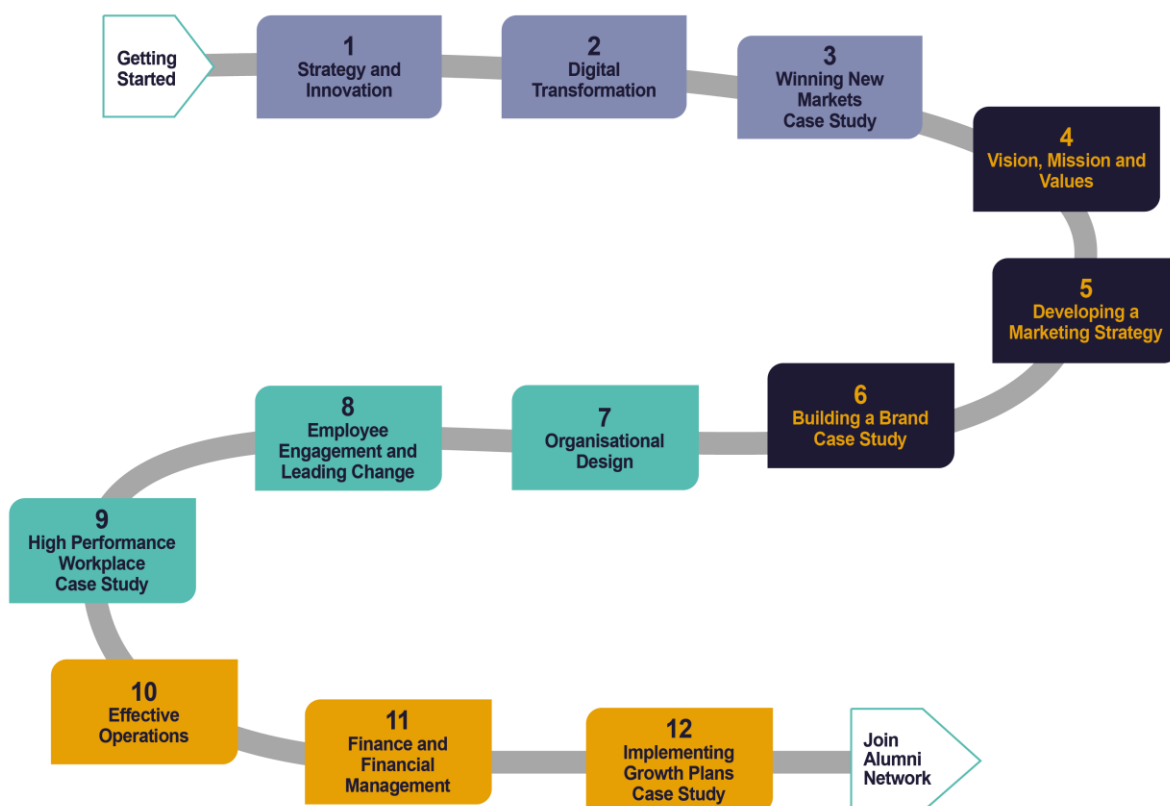
4. HOW IS A COHORT SELECTED?

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.

5. WHAT TOPICS ARE COVERED IN THE HtG:M PROGRAMME?

The content is structured in four parts as set out below. Each part ends with a reflection on the previous two modules and seeks to consolidate the learning via the use of a case study.

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.



6. HOW MUCH TIME DO I NEED TO COMMIT TO HtG:M?

At Strathclyde Business School, HtG:M is delivered in around 50 hours over 12 weeks*. Sessions run from 12:15 to 17:00, inclusive of a networking lunch offered from 12:15 with class commencing at 13:00**.

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. If a session is missed, you will be offered a catch up session with a future cohort.

Participants also receive 10 hours of mentoring from a dedicated business mentor through [Enterprise Nation](#), with the participant agreeing with their mentor when and how this time is used. Participants can opt-out of the mentoring service, however it's included in the course fee and participation is encouraged to allow everyone to get the most out of the programme.

* Cohort 19 is delivered over 9 weeks.

** Cohort 19 will run some sessions between 09:00 – 12:30 and 13:00 – 17:00; please refer to the schedule for full details.

7. WHERE ARE SESSIONS HELD?

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

8. WHO DELIVERS HtG:M?

Each cohort is facilitated by an Enterprise Fellow from the [Hunter Centre for Entrepreneurship, Strategy and Innovation](#) 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 expert speakers from Strathclyde Business School; academics with a strong track record in working with SMEs.

9. HOW MUCH DOES THE COURSE 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.

10. WHAT IS EXPECTED OF ME AS A HtG:M COHORT MEMBER?

HtG:M 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.

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

On completion of HtG:M 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, Strategy and Innovation undergraduates, postgraduates and MBA students; product design resource from the Engineering Faculty; the use of the University Careers Service, and sourcing interns via the 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.

12. FURTHER INFORMATION

Please contact the team at sbs-helptogrow@strath.ac.uk for any other information.