



Changing more than a name

London Business Hub

Duration: 6 weeks online

- 4 weeks of 3 x 90 minute interactive online workshops per week
- Business diagnostics and tailored support during induction and implementation
- Coaching
- Toolkits and templates

Costs

Free of charge for qualifying SMEs

Apply now at
cass.city.ac.uk/recover-and-grow-programme

Recover & Grow

A business leadership programme for SMEs

Grow your business in the digital economy and overcome challenges posed by COVID-19 with this 6-week online learning course for London SME owners.

Programme overview

The Business School (formerly Cass) in partnership with The London Business Hub has developed this high-impact business support programme to help London SMEs navigate the impact of COVID-19 and develop a growth roadmap underpinned by digital transformation. Our objective is to help each participant build a tailored action plan for future-proofing their business and a robust network of peers to consult with, learn from and be inspired by.

Focus & Structure

The programme is delivered in an interactive online format; 18 hours of high-impact online tuition, business clinics and coaching. We prioritise peer-to-peer learning – nurturing a forum in which participants can use their own businesses as case studies and receive constructive feedback from peers, as well as Business School experts.

Programme benefits

- Develop the skills needed to build resilient, adaptive businesses
- Understand the emerging world of workplace physical distancing and profound change in customer behaviour and preferences
- Build a growth plan to increase sales and expand existing product lines
- Get specific, practical feedback and coaching for individual business needs and goals
- A chance to win an EMBA scholarship worth £50,000.

Selection process

The programme is funded by the London Business Hub and is free of charge for qualifying SMEs to attend. An application form will need to be submitted to assess initial eligibility. Eligible companies will then undertake a fitness interview with the Course Director.

Eligibility criteria

- Owner/key decision-maker of an SME
- SME based within Greater London
- Business has been operating for at least 3 years
- Employs between 10 and 50 people
- Businesses with revenue of more than £450,000 in the previous financial year
- Participants without extensive or recent business management education.

Note: if you do not qualify for the Recover & Grow programme, we encourage you to speak to a London Business Hub business adviser, who can navigate you to appropriate, alternative support. It is free and completely confidential. Go to: www.businesshub.london/contact-us/. You may also want to search the London business support database at www.businesshub.london/explore/.

Week 1 – Programme online launch

Meet fellow business leaders and the faculty team, run through business fundamentals and access pre-course materials.

Weeks 2 – 5

3 x 90 minute online workshops per week.

Module 1: Business Finance for Value Creation

In 2021, SMEs need to focus their growth interventions to account for changes in their markets during and after the ongoing downturn. By attending this module, you will:

- Identify financing options needed for immediate survival and long-term growth
- Understand how to mine financial data for optimal strategic value and communicate detailed financial information and its impact

SUPPORTED BY

MAYOR OF LONDON



HM Government

- Create value in your business by leveraging various funding options, risk management and restructuring
- Leverage global networks in London
- Learn how to create strategies across different cultures and markets.

Module 2: Leadership Lessons of the Explorer's Mindset

Thinking like an explorer is crucial, as the world continues to change and new opportunities emerge to capture new value, if SMEs can successfully navigate unfamiliar environments. The explorer's mindset is a proven method for business leaders to learn how to:

- Define and communicate your purpose
- Identify opportunities for innovation, advantage and technology use
- Create networks which reduce risk and increase opportunities
- Adopt the most effective leadership skills when facing routine, technical and adaptive challenges
- Adopt the most effective leadership skills when facing routine, technical and adaptive challenges
- Build trust in teamwork through highly-engaged, aligned and resilient teams.

Module 3: Market Change & Changing Markets

Along with a general acceleration of digital transformation, we are seeing changes in consumer behaviour with important implications for businesses trying to build and nurture relationships with customers. To chart a path forward, in this unprecedented new reality, this module focuses on:

- Analysing data and trends to identify changing customer needs
- Developing and adjusting brands and value propositions
- Promoting new offerings.

Module 4: Developing Digital Capabilities for Growth

Over the last year, the pandemic has forced businesses to initiate a digital transformation process that is changing the way in which they create, deliver and capture value. At the same time, for those SMEs unfamiliar with remote working, this may present cyber security and fraud risks if the appropriate security technologies are not in place and operating effectively. By attending this module, you will:

- Design a digital architecture fit for growth in the digital economy
- Learn how to get the most value from technology investments
- Understand when technology does not deliver value and how to mitigate these risks
- Strengthen your cyber-security by knowing the threats, risks and actions to take in the event of a cyber-attack.

Week 6 – Business Clinic and Coaching

- Receive expert guidance and work in small groups to build a tailored growth plan
- Attend a 1-hour coaching session focused on your growth targets
- Access business advice from MBA students.

World-class faculty led by:

Professor Paolo Volpin



Professor Paolo Volpin is Dean at the Business School (formerly Cass). He is also a Research Fellow of the Centre for

Economic Policy Research, and a Research Associate of the European Corporate Governance Institute. Prior to joining the Business School, he was Director of the European Finance Association. He has published widely in the top academic journals and his research in corporate finance, especially in the field of corporate governance, has won several awards.

Other faculty

Caroline Wiertz, Professor of Marketing and Associate Dean for Entrepreneurship

Costas Andriopoulos, Professor of Management and Associate Dean for Entrepreneurship

Muttukrishnan Rajarajan, Professor of Security Engineering and Director, Institute for Cyber Security

Aneesh Banerjee, Senior Lecturer, Faculty of Management

Sionade Robinson, Associate Professor (Education)

Cass Executive Education
200 Aldersgate Street
London EC1A 4HD
T: +44 (0)20 7040 8665
E: execed@city.ac.uk
www.cass.city.ac.uk/execed