

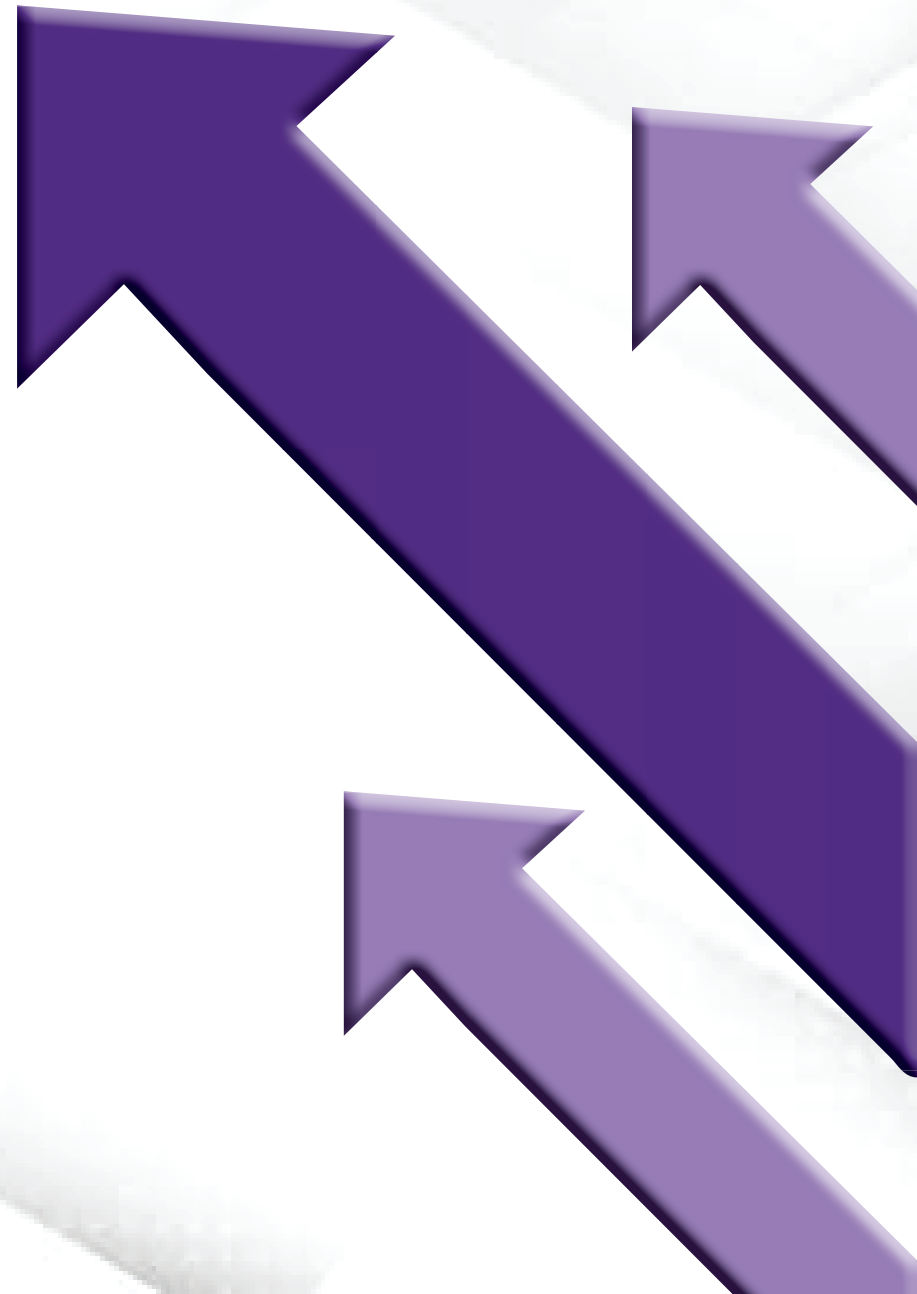
# THE ULTIMATE SCALE UP PROGRAMME

Scaling Up made SIMPLE



Nottingham University  
Business School  
UK | CHINA | MALAYSIA

**SCALING UP**  
COACHES



# THE ULTIMATE SCALE UP PROGRAMME

Our goal is simple: **to provide the very best business education and coaching support to ambitious scale up companies.**

This programme puts together decades of hands-on experience, the latest cutting-edge management tools as well as peer-to-peer and individual one to one support to equip high-potential companies with the skills, instruments, and entrepreneurial passion to grow as fast as possible.

## WHO IS IT FOR?

CEOs and MDs of ambitious businesses (not start ups) who are **committed** to the growth of both themselves as leaders, their teams, and their businesses. Only **16 places** will be available each from a separate business.

## What will you gain from this programme?

- Gain an understanding of the driving forces and future scenarios of your industry
- Discover future growth opportunities and set clear targets
- Define a clear strategy
- Develop a business resilience to an uncertain market
- Design organisational structures and processes to enable fast and efficient strategy execution
- Establish habits and routines to enhance personal and team efficiency and execution capabilities
- A guide to enjoy the quest of Scale Up

## IT IS SIMPLE

Many courses or programmes about scaling complicate things. The ultimate efficiency hack is the Pareto effect – 20% of efforts yield 80% of results – in most cases. We are committed to identifying the 20% and doing it in the most efficient way.

## WE PRACTISE WHAT WE PREACH

We are not consultants or pure academics. We are entrepreneurs at heart. Between your Scaling Up Coaches and experts from Nottingham University Business School we have started, managed and advised thousands of businesses internationally. We are passionate about what we do and we treat your business as if it were ours. We will never advise you to do or pay for something we would not do ourselves.

# NOTTINGHAM UNIVERSITY BUSINESS SCHOOL EXPERTS



**STUART ROSS**

With more than thirty years of experience in marketing, starting new businesses, business development and scaling businesses, Stuart is an experienced director, strategist, business coach, author and non-executive director.

Stuart is CEO of High Growth one of the UK's leading business coaching practices with an amazing track record of delivering to clients, through coaching and training (offline and online), substantial business growth and performance improvements easily and rapidly. Stuart is also Goldman Sachs 10K Growth Expert and international best selling author.



**PROFESSOR SIMON MOSEY**

Professor Simon Mosey is Professor of Entrepreneurship and Innovation and Director of the Haydn Green Institute for Innovation and Entrepreneurship at the University of Nottingham. He is co-author of the popular books, Ingenuity and Ingenuity in Practice and has published his research within leading academic journals. Simon has led innovative training seminars to entrepreneurs and managers based within SMEs, multinational corporations, local government, the public sector and academe across Europe, the USA and Asia and he has held research and management posts at BP and Courtaulds.



**NEALE LEWIS**

Neale Lewis is a Scale-Up expert with a powerful track record of delivering, through training, substantial business growth and performance improvements for ambitious mid market companies.

Specialising in embracing the very best business education and tools to enable companies and countries to successfully Scale. As a Leadership Trainer Neale has inspired high growth businesses achieve great results whilst developing leadership skills from senior executives through to senior leaders. Spending time on leadership development, behavioural change, performing teams and psychometric testing to name a few.



**DR LAURA BOND**

Laura is a scientist by training having completed her PhD at the University of Nottingham. She started her career at the IP Commercialisation and Investment company, IP Group Limited, building businesses from science-based intellectual property. She subsequently moved to Walgreens Boots Alliance and then back into the investment management sphere. Laura is now a Non-executive director, Angel investor and also part of the delivery team for Help to Grow: Management at Nottingham University Business School.

*Speakers subject to change.*

## IT IS NOT FOR EVERYONE

In the age of the exponential organisation there is no forecast. You have to put your faith in a vision, recruit the best people, and work very hard. If you know the outcome, it is not an innovation. If everything is under control, you are not moving fast enough. This course is aimed at those with a growth mindset, who recognise to achieve success they must be growing faster than their competitors and business.

If you believe that real life is the best class room – we are keen to welcome you into the programme. We will have fun working together and increasing the value of your business.

## OUTCOMES

1. The executive team is healthy and aligned.
2. Everyone is aligned with the #1 goal for the year and the quarter.
3. Communication rhythm is established and information moves throughout the organisation fast.
4. Every facet of your business has a person assigned with accountability and goals are met.
5. Ongoing employee feedback is collected to identify obstacles and opportunities.
6. Reporting and analyses of customer feedback is a frequent and accurate.
7. Core values and purpose are alive in your business.
8. Employees can articulate clearly the company strategy, including long-term goals, core customer profiles, and brand promise.
9. Everyone has priorities and KPIs.
10. The company plans and performance are transparent and visible to everyone.

## HOW THE PROGRAMME WORKS

A comprehensive curriculum using cutting-edge management tools as well as peer-to-peer and individual one to one support to equip attendees and their teams with the skills, discipline and entrepreneurial passion to grow as fast and smart as possible. The three month accelerated programme is hosted by the Nottingham University Business School and will be split and divided into three areas:

### 1. 3 DAY PROGRAMME WITH RESIDENTIAL

- Split over 2 day residential (including 1 night stay) and 1 stand-alone day
- These will be held at Jubilee Campus, University of Nottingham.
- All sessions will be engaging, experiential and impactful
- On residential evening, masterminding will follow on from the dinner

### 2. SCALE UP FORUMS

- For three months following the residential, a Scale Up Forum will bring together the attendees to maintain momentum.
- Each of the three virtual sessions will be three hours and will cover:
- **Accountability**
- **Masterminding** – addressing key challenges of members
- **Learning** – additional insights to accelerate success

### 3. 121 COACHING

- Three one to one coaching sessions from certified Scale Up Coach.
- Each virtual coaching session will be one hour and will cover:
- **Accountability**
- **Leadership coaching** addressing the key barriers of success

## ADDITIONAL BENEFITS OF JOINING THE PROGRAMME

- Invited to monthly Scale Up webinars
- Receive monthly Scale Up newsletter
- Scale Up assessment
- Access to a host of online Scale Up resources
- Access to the Scale Up book club
- Free books

## SOME OF THE AREAS THAT WILL BE COVERED





## LOGISTICS

The programme will run from October 2024 to January 2025

### Part 1 Residential:

1 - 2 October

### Part 2:

14 November

The residential will be hosted at The Jubilee Hotel and Conferences located on the award-winning Jubilee Campus at the University of Nottingham covering 65 acres and boasting eco-friendly and sustainable buildings, green spaces, wildlife and lake. The cost includes accommodation, meals and refreshments.

The Scale Up Forums and one to one coaching support will be on Zoom.

“The greatest danger in times of turbulence is not the turbulence – it is to act with yesterday’s logic.”

– Peter Drucker



“Ultimately, there’s one investment that supersedes all others: Invest in yourself. Nobody can take away what you’ve got in yourself, and everybody has potential they haven’t used yet.”

– Warren Buffett



“If you’re not learning, you’re falling behind. Somebody else is getting better as you’re becoming less valuable.”

– Jill Konrath





# WHAT PAST ATTENDEES SAY...

“

Excellent content that has come at the right time in our business growth.

- Jonathon Bentley, Bentley Project Management

”

“

A real inspirational few days with lots of useful information for me to take away and implement into my company.

- Mathew Pallet, CoMech Metrology

”

5.0★  
average rating



“

An incredibly intensive three days, but extremely well spent. So pleased I put the time aside for it. Arrived questioning much of what I do, leaving with direction & focus.

- Nikki Newcombe, Bliss of London

”

“

Stuart and Neil's programme was bursting with not only great content but also provided the tools and templates required to grow and thrive.

- Dan Hassell, LH Woodhouse

”

“

Stuart led this programme with energy and enthusiasm. He established a bond between members of the cohort which led to an extremely constructive and supportive learning environment. Nice job.

- Sam Bowles, Stencil UK

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For further information and to register your interest in the programme go to  
[ultimatescaleup.co.uk](https://ultimatescaleup.co.uk)