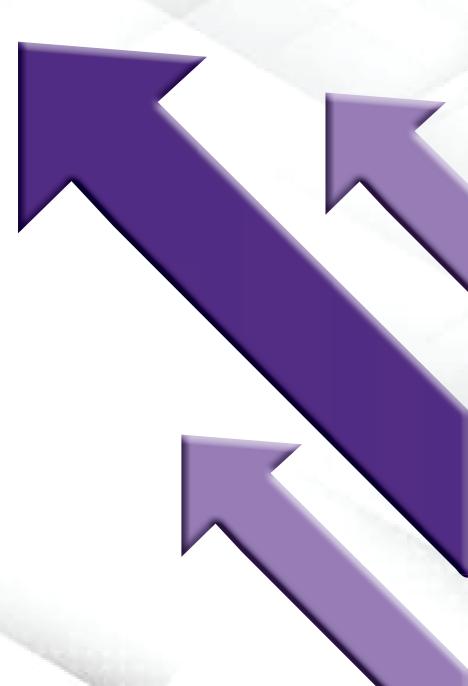
THE ULTIMATE SCALE UP PROGRAMME

Scaling Up made SIMPLE







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 **12 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 in international best selling author.



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.



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.



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.

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 guarter.
- 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.
- 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. RESIDENTIALS X3 DAYS AND X2 NIGHTS.

- Intensive residential course, three day duration over two nights.
- These will be held at Jubilee Campus, University of Nottingham.
- All sessions will be engaging, experiential and impactful
- On evening one, masterminding will follow on from the dinner
- On evening two, an external speaker will be invited to both inspire and share their successful scale up journey

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

LEADERSHIP

STARTING POSITION

Key personal drivers, definition of success

RIGHT HABITS

Energy management, time management, the right mindset

COMMUNICATION EXCELLENCE

Being a storyteller, mastering meetings, the communication cycle

BEING AN EXTRAORDINARY LEADERSHIP

Multiplier vs diminisher, situational leadership, leading through change

BUILDING AND MOTIVATING A HIGH PERFORMANCE TEAM

Culture, top grading, 20 mile march

PEOPLE

STARTING POSITION

- Roles and responsibilities
- Key performance indicators

RIGHT PEOPLE

ABC analyses, talent magnet program, recruitment and retention strategy

GROWING & DEVELOPING THE TEAM

Creating a high performance culture, a player development program, employee net promoter score

RIGHT PEOPLE IN THE RIGHT SEATS

Organisational structure, core processes, core capabilities functional accountability chart.

RIGHT PEOPLE IN THE RIGHT SEATS DOING THE RIGHT THINGS

Leadership, prediction, delegation, reputation

STRATEGY

STARTING POSITION

Industry analyses

- Driving forces
- Scenarios
- Sales and profit pools

THE CORE

Core purpose Core values Core competencies

THE SANDBOX

Core customer

- Segmentation
- Core customer selection
- Customer analysis
- Quality and quantity

TARGETS

BHAG

Three to five year thrusts
One year targets

THE VALUE PROPOSITION

Brand promise, main products and services, price strategy, distribution strategy, value proposition design

THE PLAN

Seven strata of strategy One page strategic plan

EXECUTION

STARTING POSITION

Company diagnostic

- Strategic clarity
- Execution capability
- Rockefeller habits checklist

CORPORATE IDENTITY

Bringing the core to life, cool and non-cool behaviours

DOING THE RIGHT THING IN THE RIGHT WAY

Establishing a strict meeting rhythm, daily huddles, key meeting agendas

KEEP THE MAIN THING THE MAIN THING

Priorities, quarterly themes, celebration and reward

METRICS EVERYWHERE

Company and department KPIs, company dashboard, individual performance programme

CASH

STARTING POSITION

The importance of knowing your numbers, why growth sucks cash

ACCELERATING CASHFLOW

Cash conversion strategies, the customer funded business, four drivers of cashflow

THE POWER OF ONE

The seven levers, implementing the power of one

CRITICAL NUMBERS

Measuring financial success, Improving profitability, financial dashboard chart

BOARD PACK

Management board pack



LOGISTICS

The programme will run from October 2023 to December 2023

Residential: 9 - 11 October

INVESTMENT

£2,495

Early bird price £1,995

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







For further information and to register your interest in the programme go to ultimatescaleup.co.uk