



# Strategy for Transformational Growth Programme

Our programme aims to support Scottish businesses in navigating the challenges of a hyper-competitive world. In creating a strategy for transformational growth, we build resilience, ignite leadership ambition, and increase risk appetite. Additionally, we provide strategic support to help you identify and maximize new business opportunities. This is a must-attend for ambitious Scottish SMEs.

## **Programme Structure:**

### Module 1: Co-creating an end to end transformation programme for your organisation

This element of the programme will support delegates to bring together their thinking to create a clear, integrated and ambitious strategic roadmap, and understand what success will look like. It will cover areas such as:

- What does the future look like?
- How will we maximise your value proposition?
- How will we align the future transformation plan with your people, processes and technical capabilities?
- What sources and routes to funding might be available/appropriate to support your plans?
- How can we align your sustainability goals with your vision?

### Module 2: Processes and people

This element will allow attendees to undertake a deep dive of their existing processes and the people who support them, to enable the achievement of long term change success. Specifically:

- How do you create a plan using a change management framework?
- How do you communicate the vision?
- How are you going to measure and monitor your progress and success?
- How can you improve your processes and structures to enable short term wins?

### Module 3: Embedding good governance

This element will support businesses to implement effective change management and de-risk growth opportunities by ensuring good governance is embedded throughout the organisation. It will address key questions such as:

- Do you have the capital and talent you need to implement your growth strategy?
- How do you establish robust financial plans?
- Is your organisational design and governance framework appropriate?
- What structure do you need to adapt your plan as you go?
- How do you create the right culture for success?

## **Time:**

Delegates will take part in a half-day workshop every two weeks, running over a 3 month period. The workshops will be hosted in person in Edinburgh (details below). Virtual attendance is available upon request, however we highly

recommend that delegates attend in person. This is because you will engage in group work and receive the greatest benefit from attending in person.

**Dates:**

- Thursday 9th January 25 9:30am -12:30pm
- Thursday 23rd January 25 9:30am -12:30pm
- Thursday 6th February 25 9:30am -12:30pm
- Thursday 20th February 25 9:30am -12:30pm
- Thursday 6th March 25 9:30am -12:30pm
- Thursday 20th March 25 9:30am -12:30pm

All sessions will be at CT Edinburgh office, 61 Dublin Street, Edinburgh, EH3 6NL.

**Who is this aimed at?**

SMEs in Scotland with 7 or more staff are open to apply. This is aimed at senior decision makers within organisations, with responsibility for strategy and growth.

Those interested in participating are encouraged to apply early, as spaces are limited.