

GrowthCatalyst

The formula for leadership success



UNIVERSITY OF
LIVERPOOL

Management
School



European Union
European Regional
Development Fund

Become a great leader... grow a great business.

GrowthCatalyst is a leadership, development and business growth programme, developed by the University of Liverpool Management School for businesses operating within the Liverpool City Region.

Uniquely designed to provide both **personal** and **business** growth.

How will I benefit from taking part in the programme?

- You will have an opportunity to develop and improve your leadership skills
- You will be given the time to develop new skills and generate new ideas to reinvigorate yourself and your business
- You will receive guidance on developing a long-term strategy for growth
- You will gain valuable opportunities to network and receive essential support from like-minded individuals.

Do I qualify?

Participants must apply to join the programme. Eligibility is based on the following criteria:

- You must be an established business, with high growth potential and be based within the Liverpool City Region
- You must employ between two and 250 people
- You must be able to demonstrate a genuine desire and commitment for personal development and business growth.

How does the programme work?

As a participant you will not study theoretical concept and will not work towards an accredited programme of learning, instead the focus will be on actively developing techniques to tackle the real life practical issue within your business.

When will the programme be delivered?

Four groups of 25 delegates will undertake the programmes starting in:

- **May 2019**
- **January 2020**
- **October 2020**
- **May 2021**

What does the programme involve?



• **Explore:**

An intensive two day leadership retreat will allow you to establish your goals for the programme and highlight any core issues hindering your personal and business development. You will also be given the opportunity to build relationships with other businesses, building trust and sharing experiences.

• **Learn:**

Seven Masterclasses will be delivered over the course of the programme. Speakers have been chosen to stimulate new ideas and ways of thinking, and to inspire you to make meaningful change within your organisation as well as focusing on business growth strategies.

• **Plan:**

You will receive four individual coaching sessions throughout the programme to help you to reinforce learning, clarify plans and instil confidence for action.

• **Act:**

Action is vital for growth. Four action learning sets over the course of the seven month programme will allow you to work in groups of five or six people, known as sets. A unique peer questioning technique will help you to solve deep rooted problems within your organisation - spurring you on to act decisively and implement meaningful change.

• **Share:**

One of the most important elements of the programme is the opportunity to learn from other businesses. You will have the opportunity to visit the business of other participants on the programme to see how others overcome business challenges, allowing you to reflect on your own practices.

• **Reflect:**

Reflecting on your experiences on the programme is a vital component of impactful learning. You will be asked to identify key learning points throughout the programme and how they have been applied, describing the impact on the growth of your business.



“Excellent programme, fantastic group of people with different backgrounds bonding together through open and honest communication.”

Dennis Wilson (Direct Instrument Hire Ltd)

How can I get involved or find out more information?

To register your interest,

Visit: www.liv.ac.uk/leadership

Tel: **Richard Holloway** at the Management School on **0151 795 3333**

Email: richardh@liv.ac.uk

If you own or run a business and have a genuine desire to see it grow, the Growth**Catalyst** programme is for you.



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