

**CREATIVE BUSINESS
LEADERSHIP PROGRAMME**

TIMETABLE



**CREATIVE BUSINESS
GROWTH PROGRAMME**

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CREATIVE BUSINESS GROWTH PROGRAMME

Programme Timetable

WEEK 1

Situation Analysis and Strategic Planning

WEEK 3

Business Innovation and the Business Model

WEEK 5

Identifying Better Opportunities in the Market
Finding and Keeping Customers

WEEK 7

Building Financial Confidence

WEEK 9

Marketing and Driving Sales

WEEK 11

Social Media and Digital Marketing for your Business

WEEK 13

Networking & Showcasing your Product

WEEK 15

Entrepreneurial Leadership and Skills

**MENTORING SESSIONS WILL BE INTEGRATED AT THE START,
MIDDLE AND END OF THE PROGRAMME**