

CREATIVE GROWTH PROGRAMME

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WELCOME
WE'RE GLAD YOU'RE HERE!



Oifig Fiontair Áitiúil
Local Enterprise Office

TODAY: SITUATION ANALYSIS & STRATEGIC PLANNING

Visit www.localenterprise.ie and let's talk business!
[#localenterprise](https://twitter.com/localenterprise)



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Local Enterprise Office

About Today

10.00 to 11.30

Introductions
Programme Overview
Goal Setting

11.30 to 11.50

Break

11.50 to 1.00

Reality Checking
Grow Model
Action Planning



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SESSION DESIGN

Visit www.localenterprise.ie and let's talk business!
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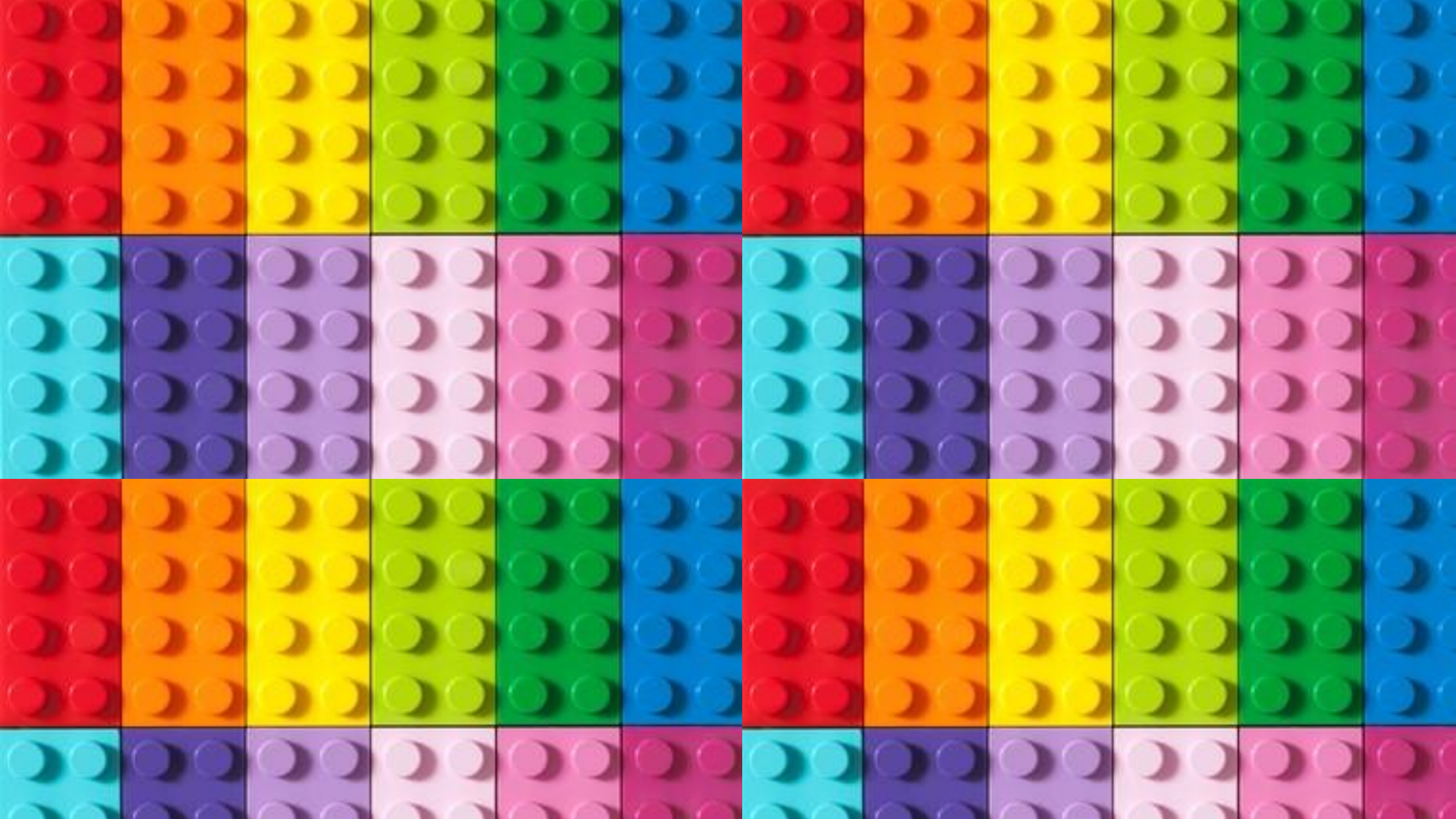


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PAPER COLOURING PENS POST ITS

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ABOUT YOUR TRAINER!



marketingcoach.ie

marketing consultancy and business coaching



STRATEGY



SOCIAL
MEDIA



WEB
DESIGN



SALES



BrandedCourses



DigitalPractice

MUIREANN FITZMAURICE

Business Owner for 9 years

Award winning Business

2020 Winner Micro Business Awards "Best Business Support"

2019 Accreditation "Thought Leader in Marketing Strategy - All Star Business"

2018 Winner "Wicklow Businesswoman of the Year" Best Use of Digital - Network Ireland

Trained over 10,000 business owners

Reviewed over 600 business plans

Marketing Consultant/Mentor with LEO and New Frontiers

Marketing Lecturer in Smurfit Business School / UCD

Launched BrandedCourses.ie and DigitalPractice.ie in 2020



SAMPLE CLIENTS

Sharon Huggard
THE STYLE COACH

THE
SPEAKER COACH
BY KAREN O'DONNELL



city
physio
Physiotherapy

ANNE SEXTON
PILATES

INTELLIGENT PROPERTY

NEW
FRONTIERS
entrepreneur development
an Enterprise Ireland programme



Oifig Fiontair Áitiúil
Local Enterprise Office

southside physiotherapy clinic
Est. 1990

salaso

the
entrepreneurs
academy

BAILY POINT
PHYSIOTHERAPY



nurture
mum



Pigspit.ie
OUR PIGS DO FLY!



UCD
DUBLIN
UCD Michael Smurfit
Graduate Business School

ISAX
IRELAND SMART
AGEING EXCHANGE

DISCOVERING
Mindfulness

NOMOS

MUNSTER
FIRE & SAFETY
PROTECTING PEOPLE AND PROPERTY

Transilient

Effective Executive Coaching



Glen Veterinary

Vhi
Women's
Mini Marathon

Irish Society of
Chartered
Physiotherapists
The Voice of Physiotherapy in Ireland

Health and Harmony Online
Health Coaching and Natural Fertility Solutions

Women on the run

SAPPHIRE RECRUITMENT

ENERGYPRO
MAXIMISING WINDFARM VALUE

**GETTING TO
KNOW EACH OTHER**



TREASURE HUNT

2-3 ITEMS THAT REPRESENT
YOU AS A PERSON

the quest for real value

PROGRAMME OVERVIEW

PURPOSE?

Provide structure to grow your business

Challenge how you think

Harness power of the group for support and accountability

HOW?

8 x Training Sessions

3 x Mentoring Sessions

2 x Learning Groups

WHEN?

Session 1: Situation Analysis	5th May 2021
Session 2: Business Innovation and the Business Model	19th May 2021
Session 3: Market Opportunities and Target Customers	2nd June 2021
Session 4: Finance and Driving Sales	16th June 2021
Session 5: Digital Marketing Strategy	30th June 2021
Session 6: Social Media for your Business	7th July 2021
Session 7: Networking and Showcasing Products/Services	21st July 2021
Session 8: Leadership and Entrepreneurial Skills	28th July 2021

CONTENT

Access to g-drive folder containing:

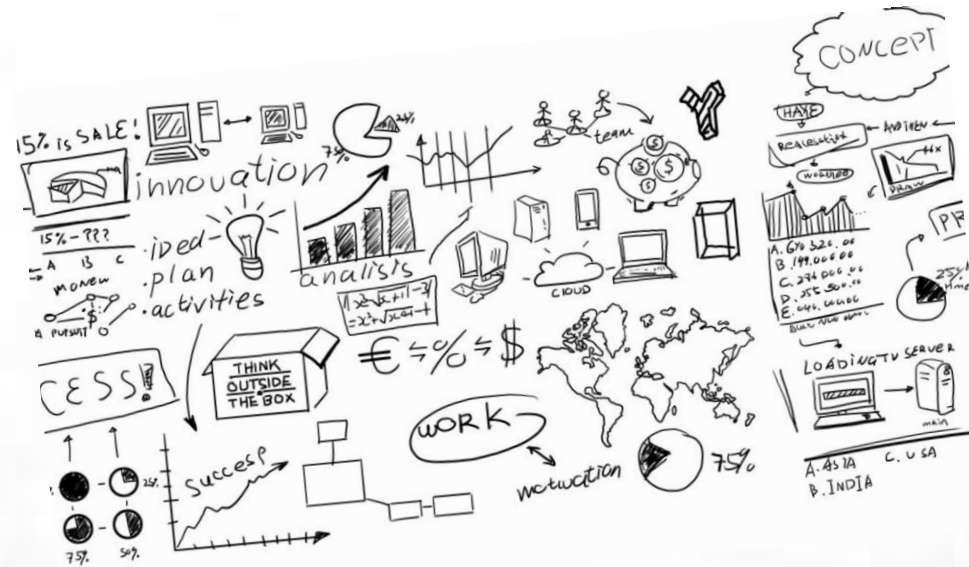
Recording of Sessions

PowerPoints

Worksheets

IMAGING THE FUTURE

WHAT IS YOUR VISION?



SHARPENING THE VISION 2021?

TURNOVER

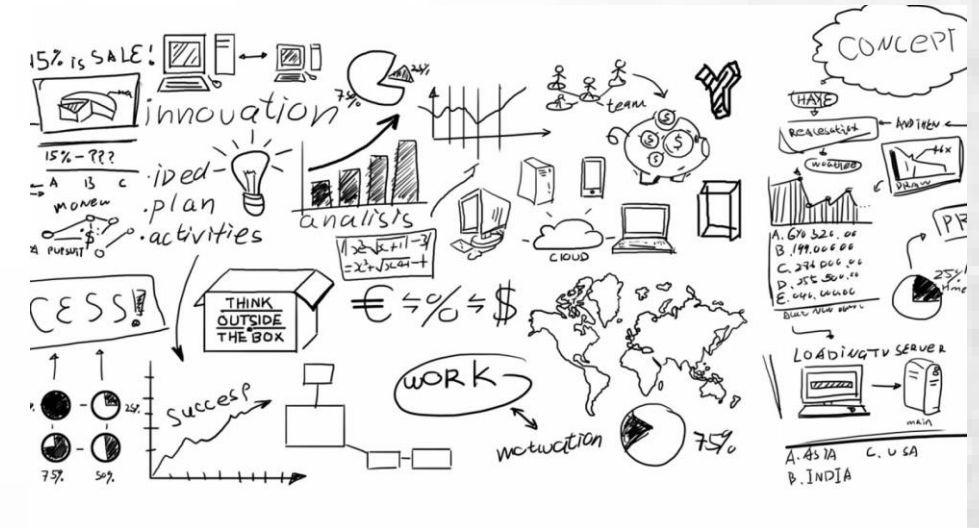
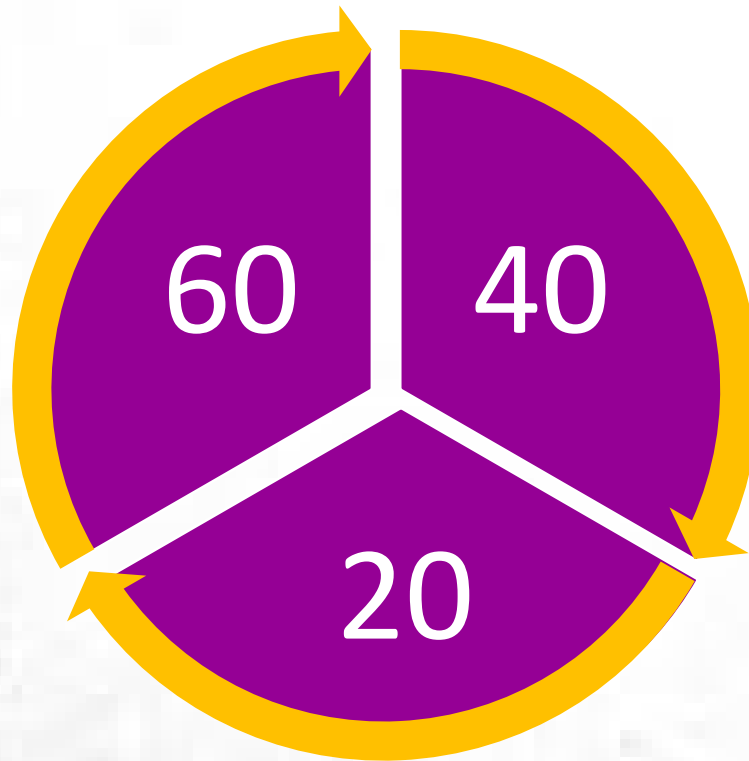
PROFIT

STAFF

TIME

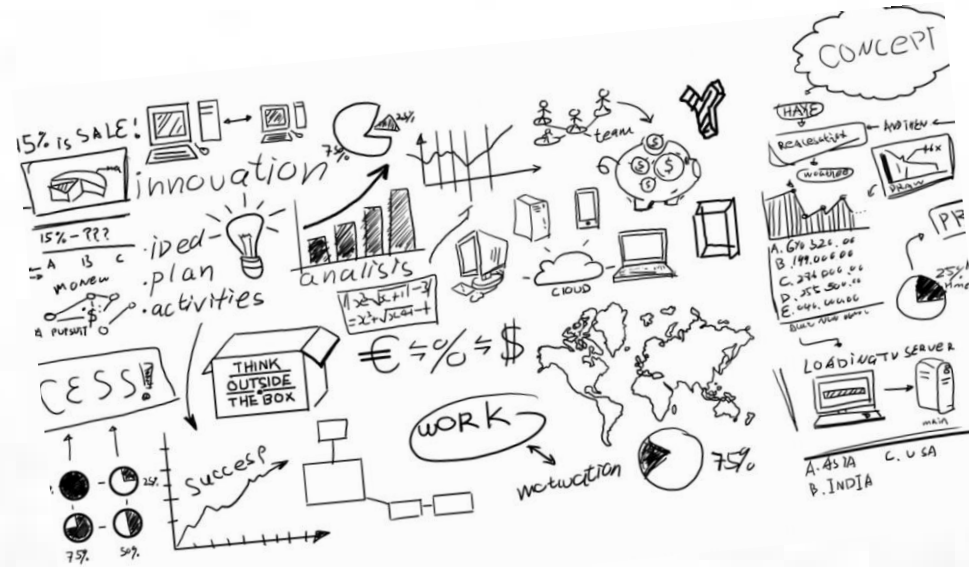
LIFESTYLE

IMPACT



HOW POSSIBLE IS YOUR VISION?

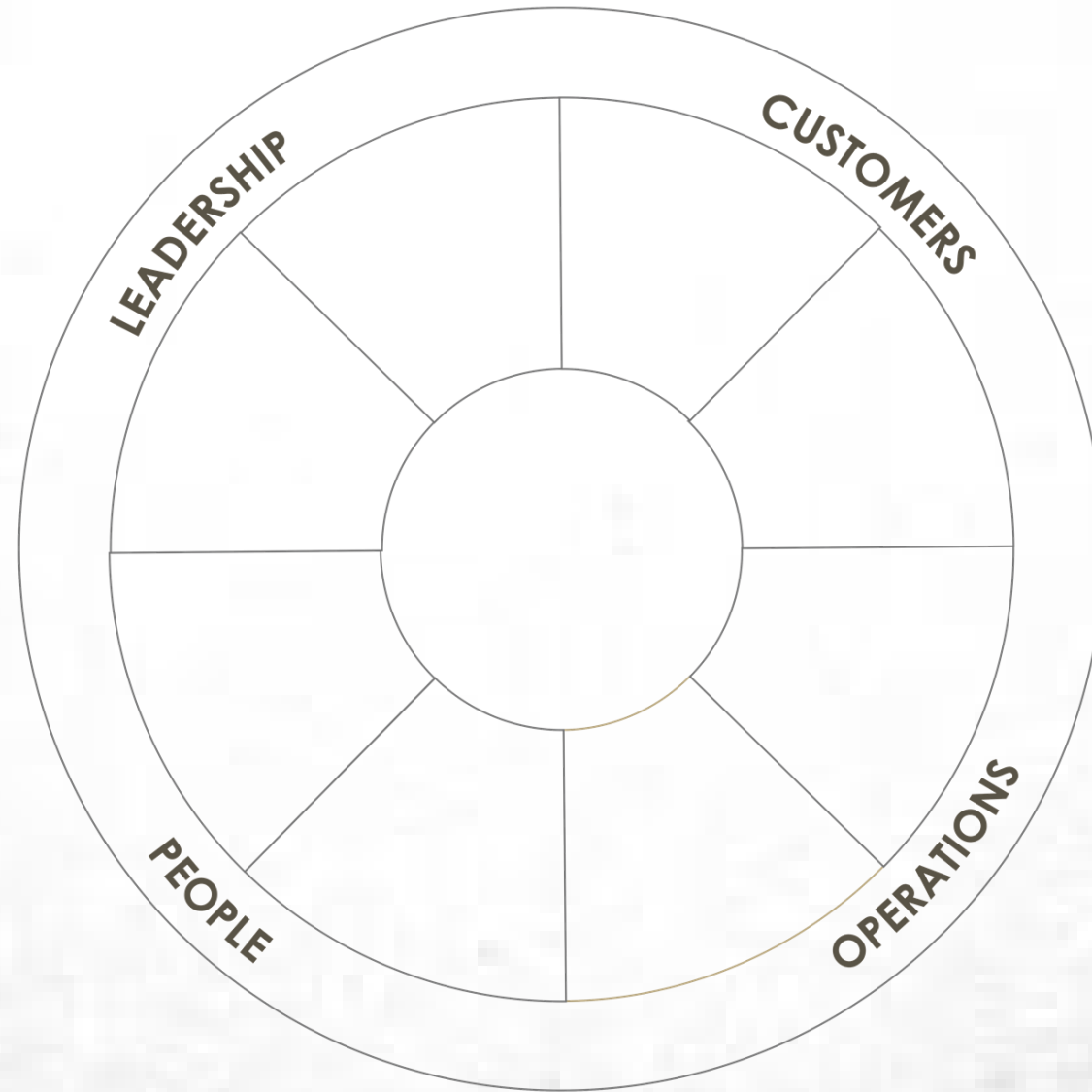
POSSIBLE



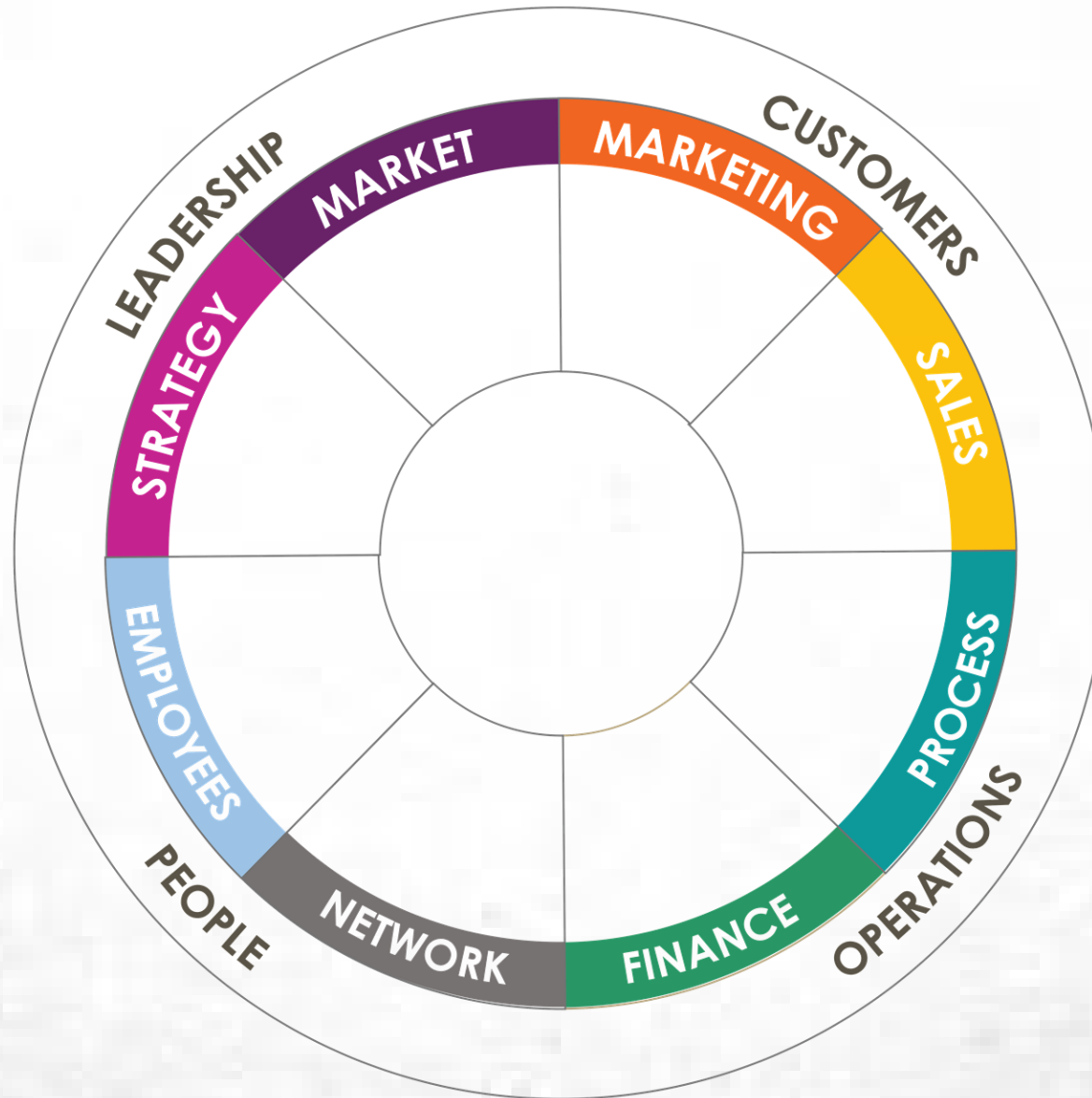
IMPOSSIBLE

WHEEL OF GROWTH

WHAT KEEPS THE SHOW ON THE ROAD?



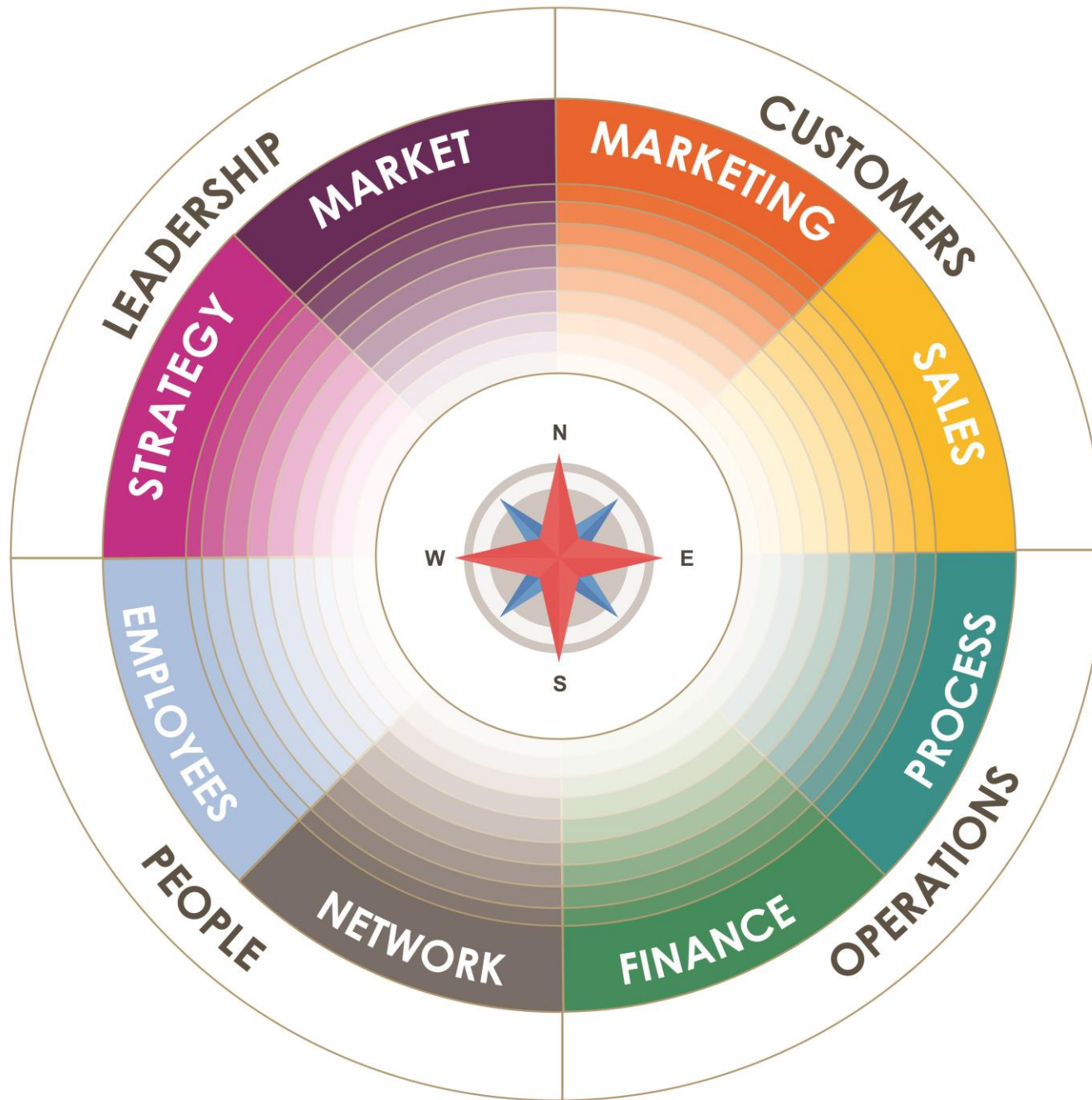
WHAT KEEPS THE SHOW ON THE ROAD?



WHAT KEEPS THE SHOW ON THE ROAD?



REALITY CHECKING

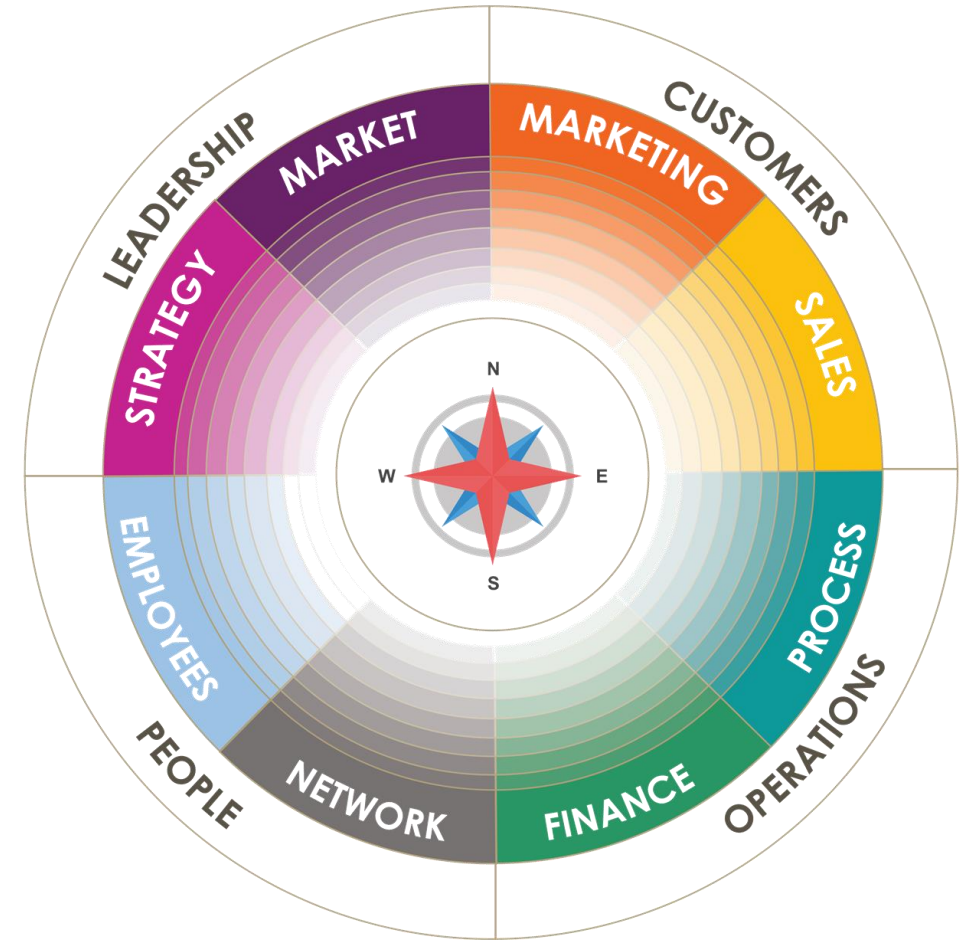




I have clearly defined goals

I have a written action plan for my business

I feel 100% confident I have a plan



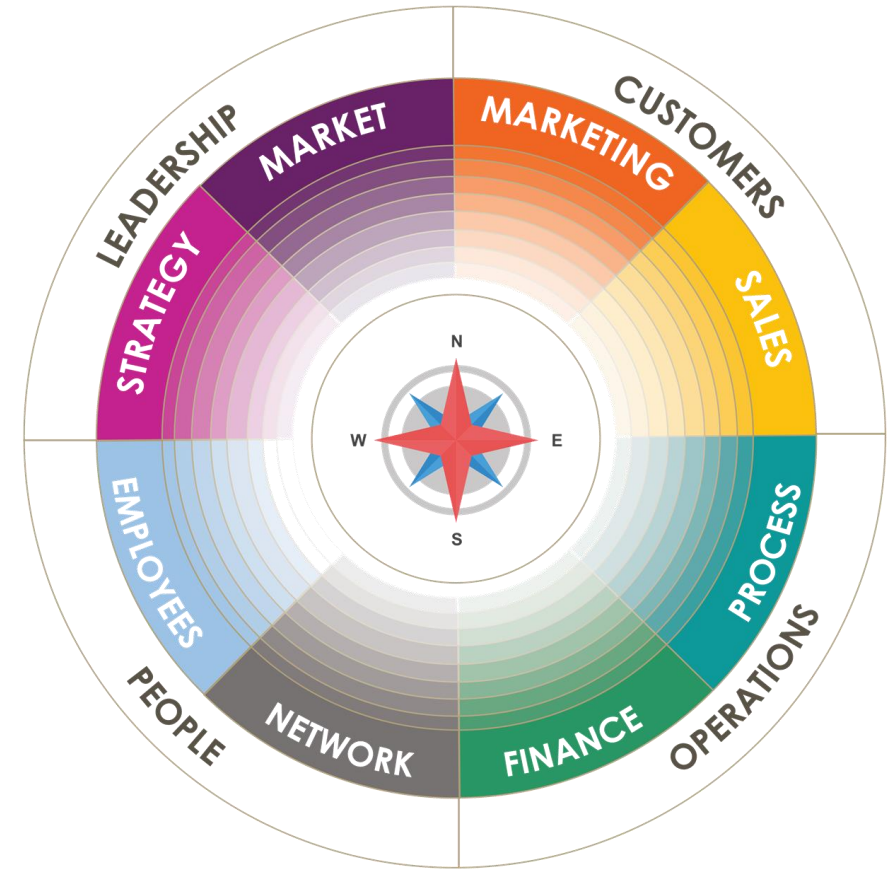
Market

I have my finger on the pulse in my market

I have fully researched my competitors

I am identifying and maximising every opportunity

I am an innovator / opinion leader within my sector



MARKETING

I am clear on my target audience

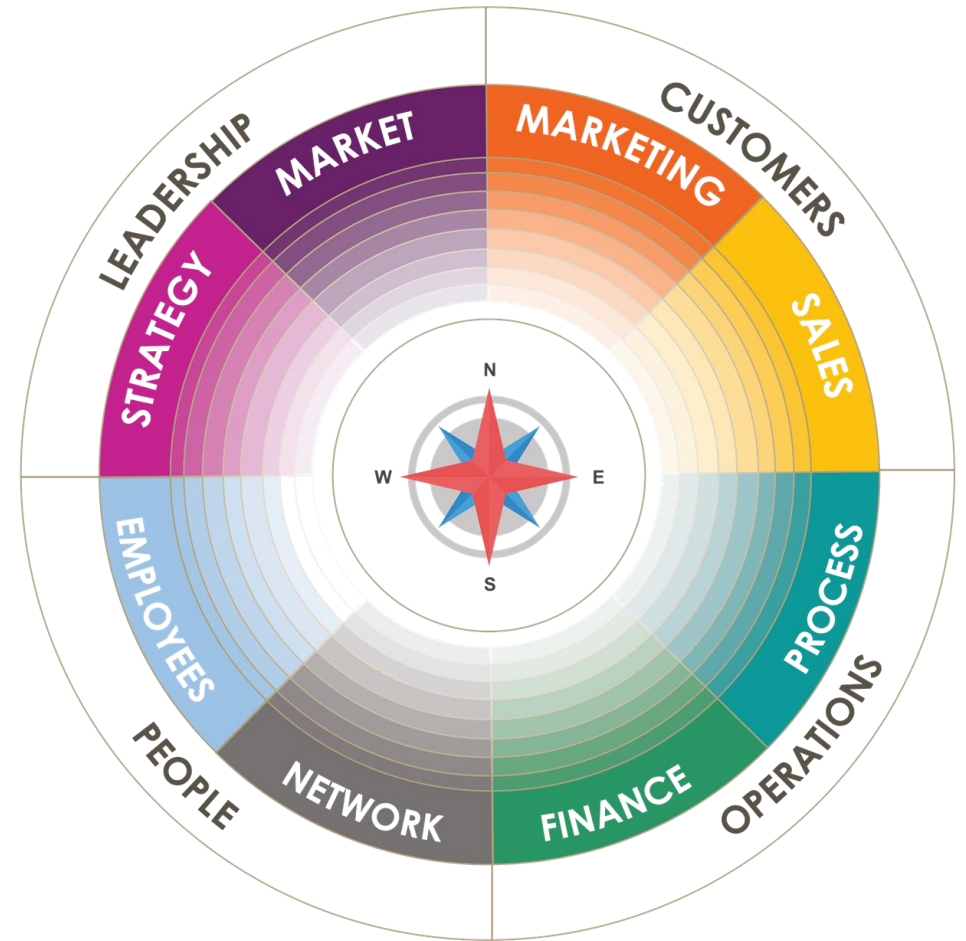
I know the best channels to reach those customers

I am happy with my branding

I am consistent with my marketing activities

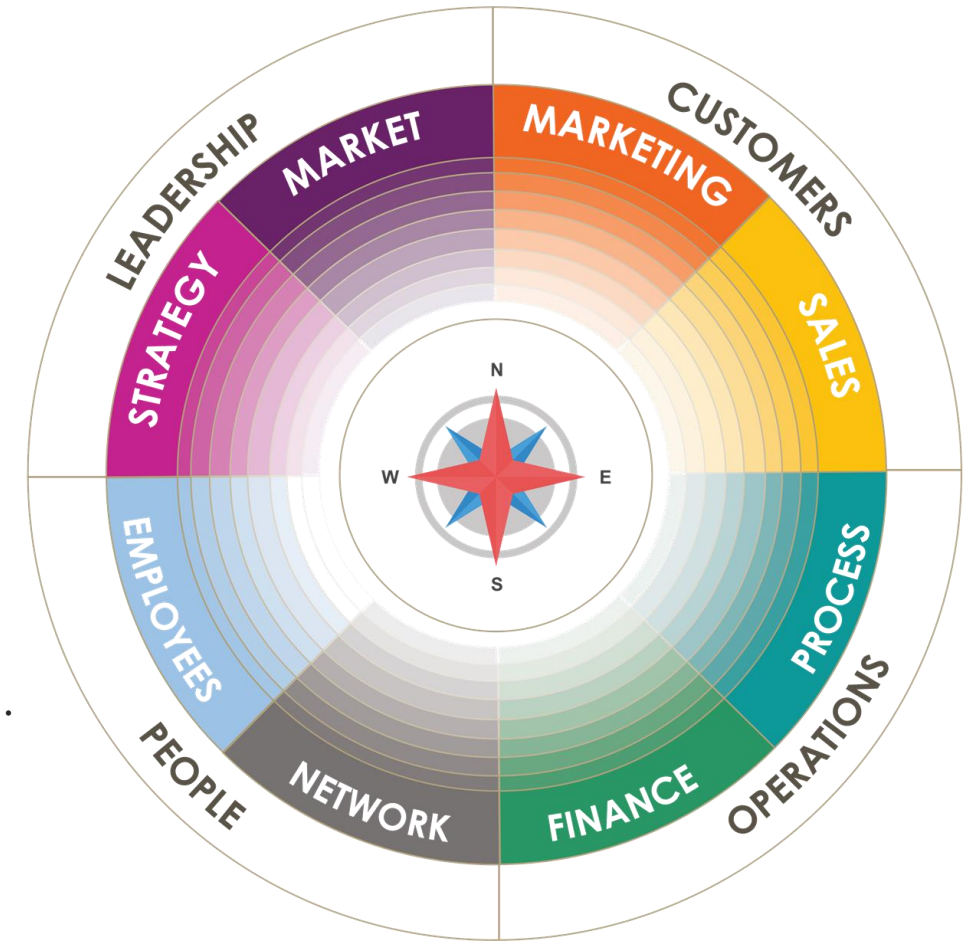
I have the resources I need to market myself well (e.g. headshots / website/branding)

I have a written action plan on what I am doing for the next 6-12 months



SALES

- I have a clear sales process
- I am clear on how I generate leads
- I know my conversion rates
- I have maximized the spend of every customer
- I have all the sales ammunition I need to convert sales
(e.g. Webinars / Downloadable Guides / Emails / Elevator Pitch etc.)



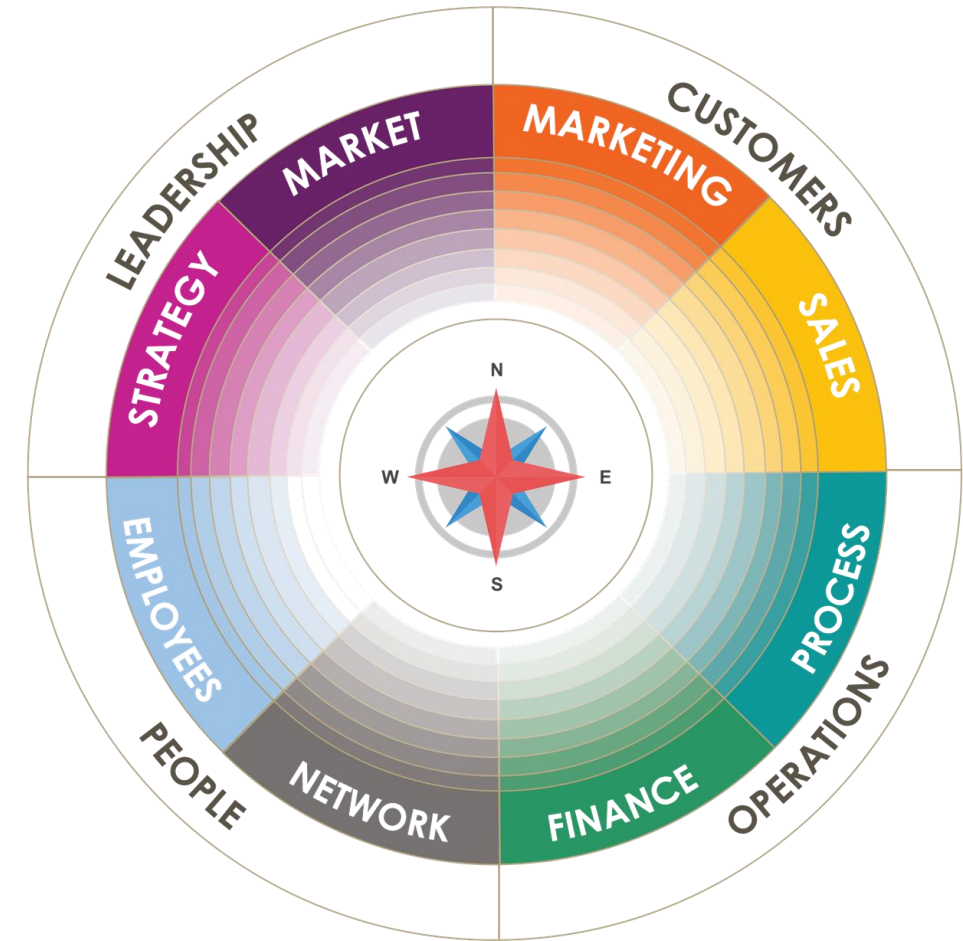
PROCESS

I have clear standard operating procedures for everything I do

I could easily hand over my tasks to other people to perform

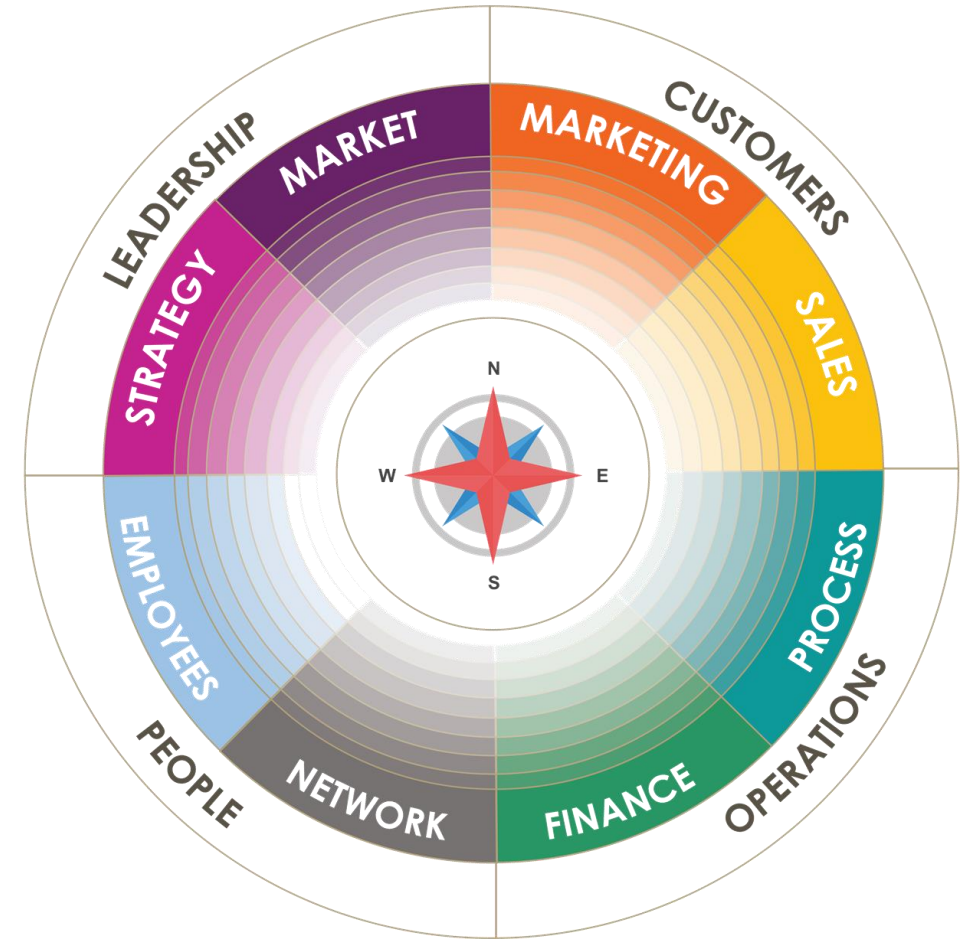
I am on top of my administration
e.g. emails / book-keeping / social media

I am on top of all of the legal procedures do I need to have in place
e.g. GDPR / Contracts etc.



FINANCE

- I know my profit margin
- I am on top of my cashflow
- I feel financially literate
- I have a salary
- I have savings and invest in my pension
- I feel on top of my finances

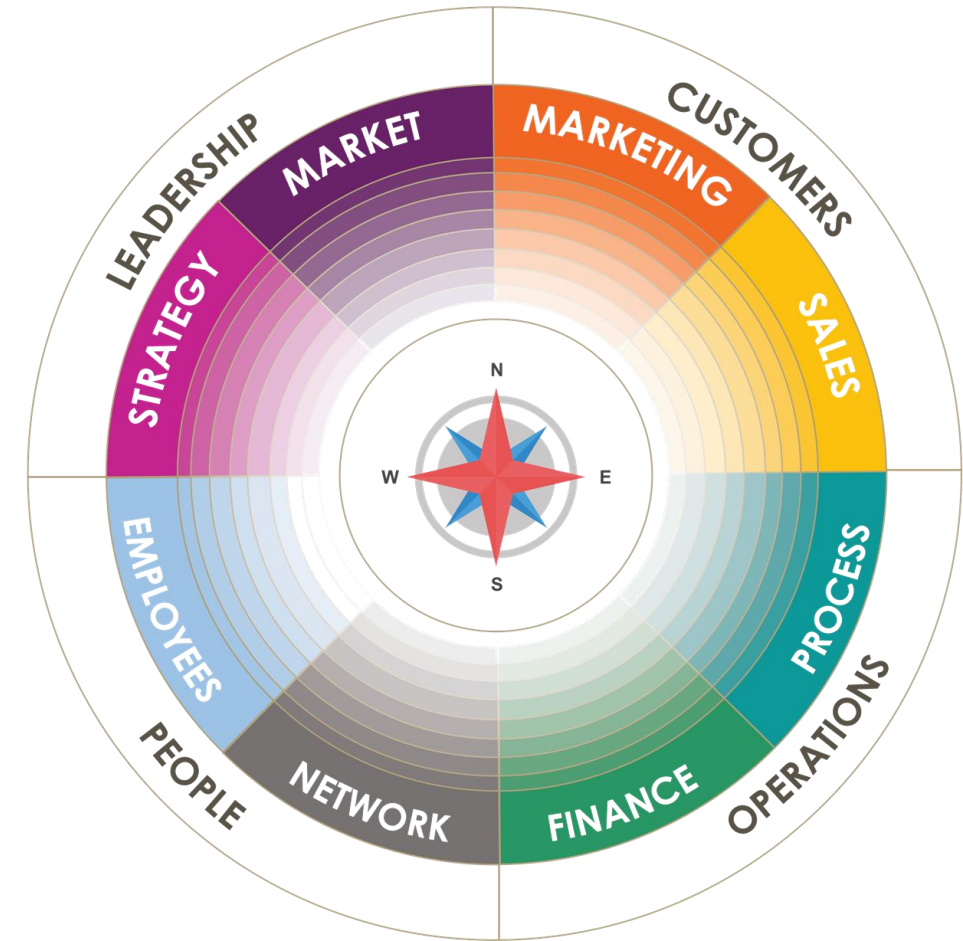


Network

I have a panel of advisors to help me grow the business

I have strategically grown and developed my network

I am consistently adding value and supporting my network



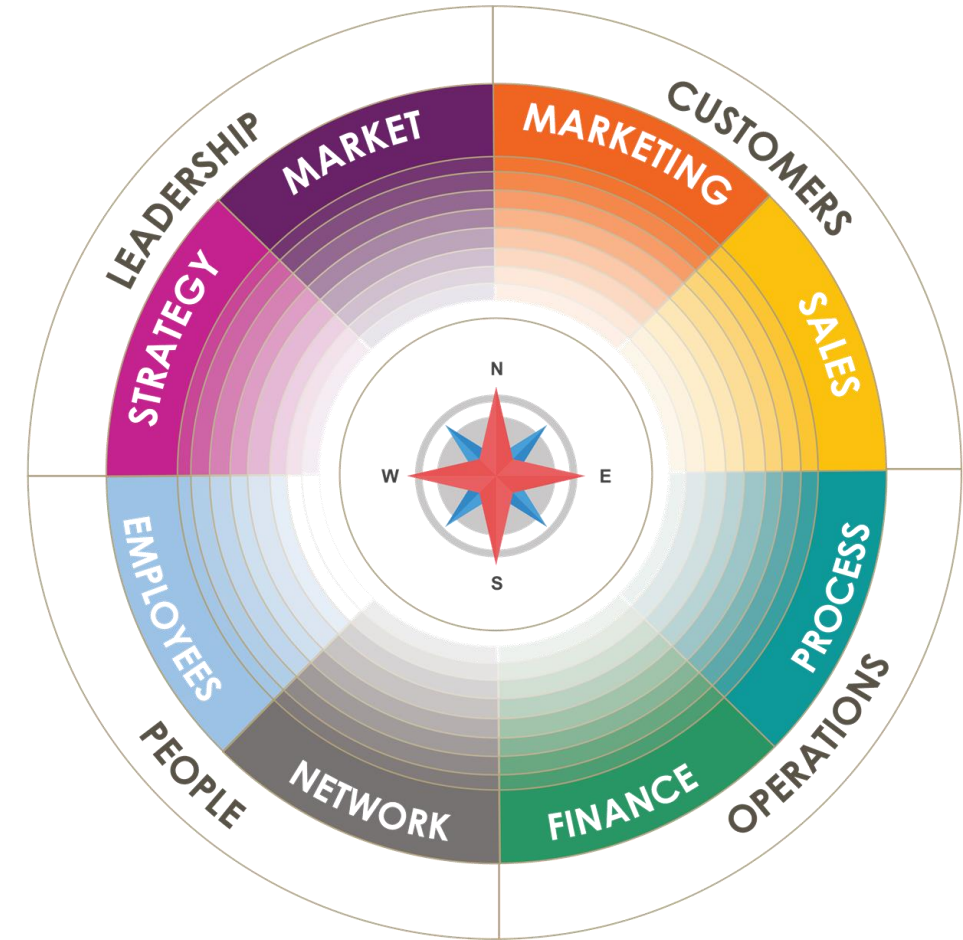
Employees

I have a clear organization structure

I have outsourced work that is not value added to the business

I have a clear CPD plan for everyone within the organization

I am making time fostering the happiness and creativity of the engine of the business

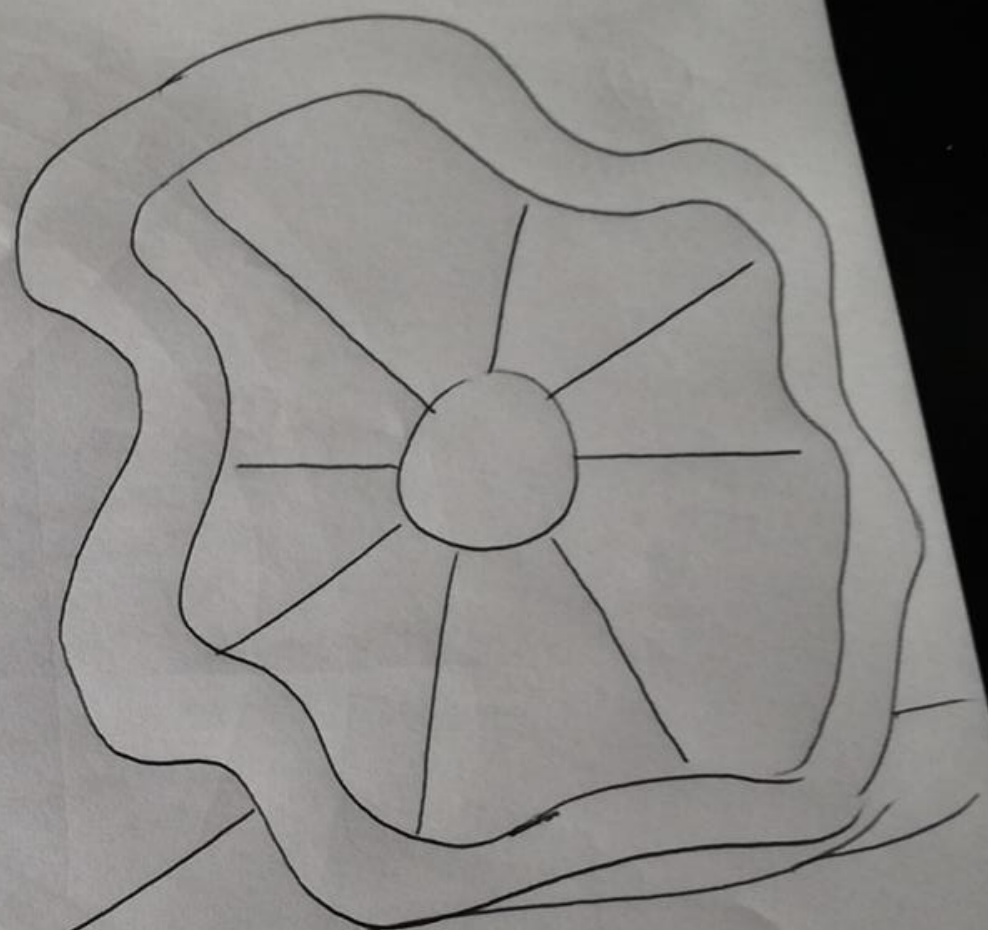
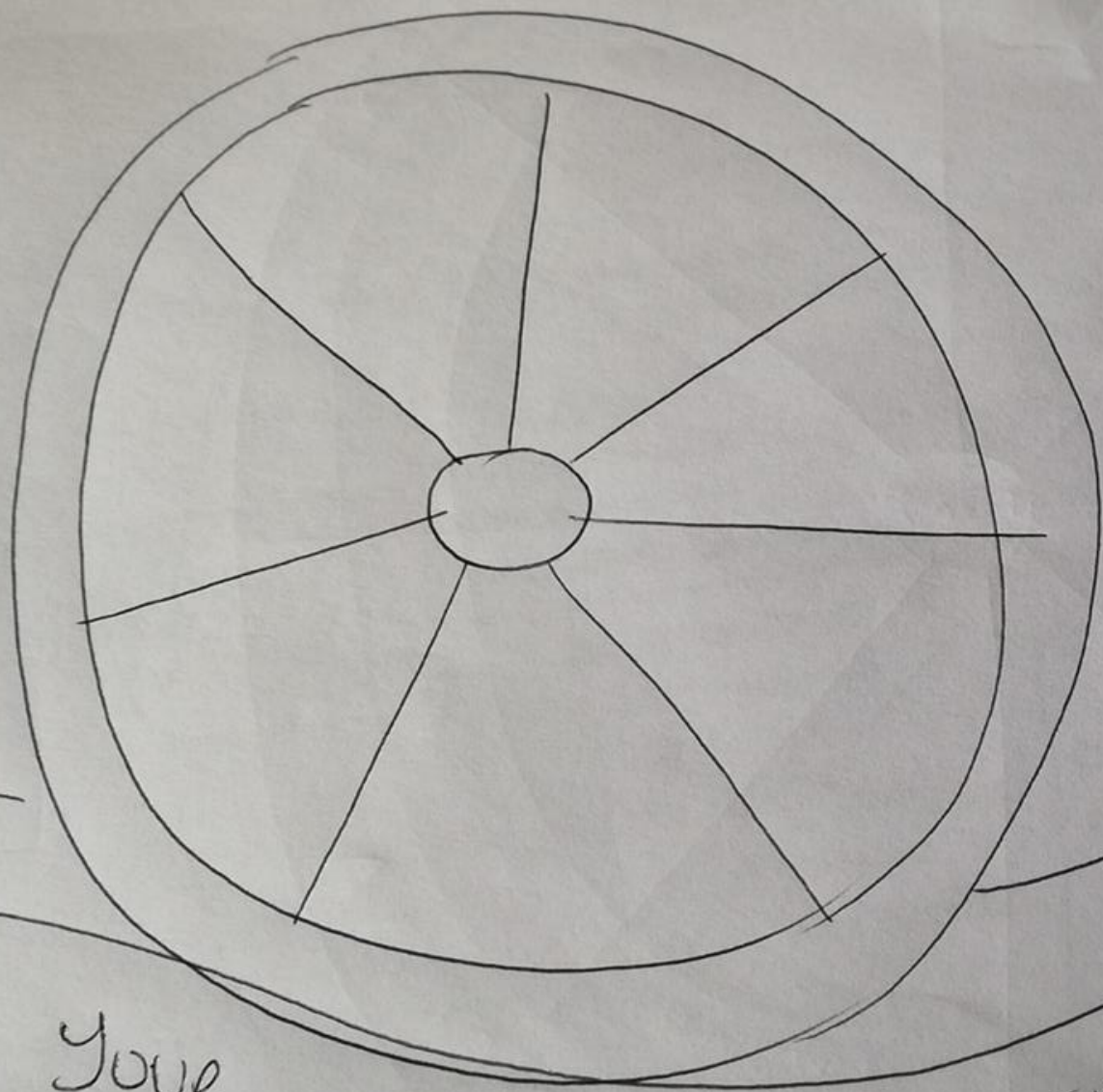


HOW DOES YOURS LOOK?

YOUR BUSINESS

Action Planning

STRATEGY PILLARS	CORNERSTONE CHANGES	TARGETS	ACTION	PROGRESS	COMPLETION	Comments
FINANCIAL	Be out of debt	Pay off business loans	Increase monthly repayments	\$xx	Y	
	Plan for the future	Contribute to pension of 20k per year	Contact financial advisor and create payment plan	\$xx	Y	
		Build up savings to 20k		\$xx	N	
	Be generous	Donate xx% to charity		\$xx		
HEALTH	Stay healthy	Weight between xxx and xxx		xxx		
		Get annual physical, blood panel, & appropriate tests		done		
	Be active!	Run xxx miles this year		xxx		
		Complete 1 5k, 1 10k, 2 half marathons, 1 full marathon		done!		
MARKETING	Be Seen as a Thought Leader	No new significant injuries (requiring surgery or stitches)		done!		
		Build audience to xx downloads per Podcast episode and xx twitter followers		done!		
		Give TEDx talk		nope		
	Increase Quality of Branding	Establish cadence for weekly episodes to streamline work		done!		
		Revamp website		done!		
		Revamp logo and look and feel		??		
		Get new headshots		nope		
OPERATIONS	Administration	100% completion of business expenses each month		done!		
	Streamline processes	Refine sales process for sales team into 4 step process		done!		
		Refresh onboarding process for the business		done!		
		A couple of (confidential) goals for friends		done!		
	Legal	Up to date GDPR and contracts		done!		
		Total goals	20			
		Achieved	10			
		Score	50.00%			
		Are you happy?	Yes			



YOUR

ENTREPRENEURIAL

JOURNEY

NEXT STEPS

In the class we will use the GROW model

Goals
Reality Checking
Options
Way Forward.

You will pick one each time to focus on before next session

GROW GROUPS

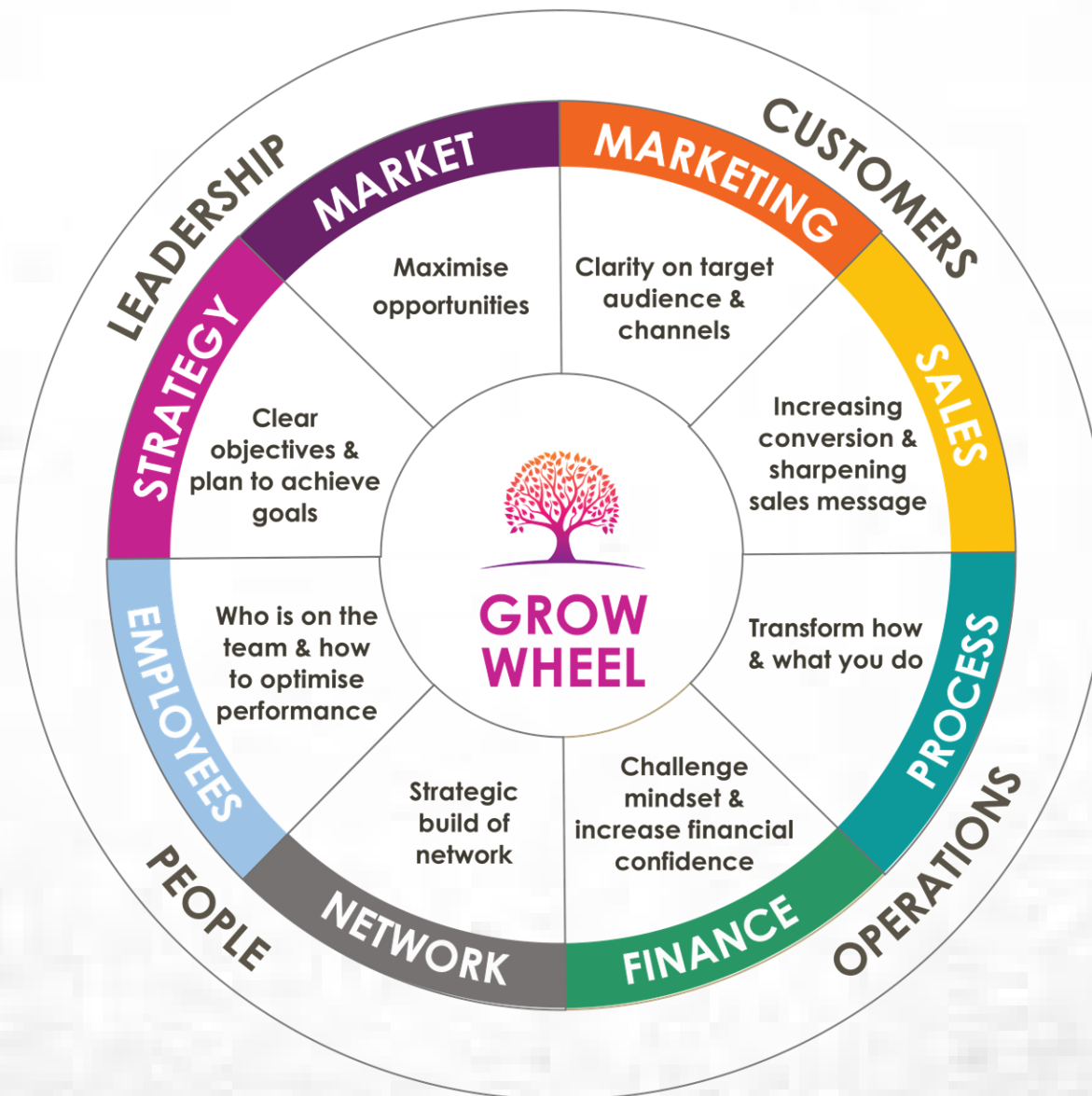
Goal

How will you keep on track?

**How will you celebrate your
successes?**

FUTURE SESSIONS

FUTURE SESSIONS



**If not me, who?
If not now, when?**

Confidence from leading with a clear vision for your business

#CLARITY

#CREATIVITY

#CONFIDENCE

We write
Marketing & Brand Strategies
that drive sales



marketingcoach.ie
marketing consultancy and business coaching

Muireann Fitz

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WHAT MAKES A BUSINESS SUCCESSFUL?

