



## Entrepreneurs' Programme

# Innovation, Diversification & Growth

Full day workshop focusing on how best to grow your business in changing market conditions.

Workshop will cover:

- What is growth and am I positioned to grow my business? Do I want to grow my business? What are the pros and cons?
- How to evaluate opportunities? What market am I in? What markets can I enter? What opportunities exist that I can realistically target?
- How to develop a strategy? Is it incremental, or transformational? What costs are involved? Do I have the resources I need? Is training needed and available?
- How to implement plans? Leverage off your strengths. Work with others you trust. Develop full costings, timeframes, mile-stones.

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### Presenter information

Robert Geddes, is highly qualified in terms of transferring business innovation knowledge to SMEs. Robert has had great success in delivering similar workshops and where possible he has incorporated local business examples as case studies to demonstrate the practical application of growth, including innovation, diversification and collaboration.

### When:

14 February 2017, 8.30am - 4.30pm

### Where:

University of Sunshine Coast, 77  
Cartwright St, Gympie

### RSVP:

31 January 2017

**Places are limited**

### About the Entrepreneurs Programme

The Entrepreneurs programme is the Australian Government's Flagship initiative for business competitiveness and productivity at the firm level. It forms part of the Australian Government's new industry policy outlined in the national Innovation and Science agenda.

The programme uses a national network of more than 100 experienced private sector advisers and facilitators to ensure businesses get the advice and support they need to improve their competitiveness and productivity. The primary focus is on providing access to the best advice networks to solve their problems rather than focusing on financial assistance.

Practical support for businesses includes: advice from people with relevant private sector experience, co-funded grants to commercialise new products, processes and services, funding to take advantage of growth opportunities, and connection and collaboration opportunities.