

Step Change for Growth

Entrepreneurs helping each other to strengthen and grow their businesses

FEO is now taking applications for the 2016 Step Change programme. We hope you can be a part of something very special for you, your business and our local economy.

How will Step Change help you and your business?

- > Empower you to develop a strategy with competitive advantages based on detailed customer feedback.
- > Help you to 'let go to grow', enabling you to focus on what you are good at.
- > Challenge you to spend time working on, as well as in your businesses whilst strengthening your team.
- > Focus you on boosting your margins and improving controls to ensure a solid platform for the future.

Previous Step Change participants have increased sales and created on average 3 more jobs in their business after completing the programme.

Here's what they say:

"Nothing felt like a waste of time - it was all good!"

"We've conducted the most thorough analysis of our business ever."

"I absolutely recommend Step Change, 100% Fantastic, informative sessions enhanced by personal experiences - inspiring!"

How does it work?

A small group of entrepreneurs from non-competing businesses attend six interactive half day sessions over a six month period to help them improve their business in a range of key areas. There is also a review session, held three months after session six.

The facilitators and hosts are entrepreneurs who have successfully been through the step change programme and having seen the benefits have agreed to "pay it forward" by inspiring others to succeed.

Our belief is that entrepreneurs learn the most from each other and so our peer-to-peer model is most effective. At the start of each Step Change course, everyone agrees to a mutually respectful code regarding confidentiality.

How much does it cost?

There is no financial cost*, however we do ask that delegates make the most of the opportunity by committing to all sessions and embracing positive actions in their businesses. We also hope that delegates will become an ambassador for FEO by either joining as a member or inspiring others to take part.

When ?

6x half day sessions to be arranged between March and October (excluding Summer Break)

*Participants will be asked to undertake an external personal entrepreneurial profiling exercise before the programme begins, at a cost of £50. Also included is a limited edition copy of David Hall's latest book Entrecode - Unlocking the Entrepreneurial DNA which will be an invaluable read as the Step Change programme progresses.

Please turn over >

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Do I qualify?

Yes, provided you are:

- > A business owners/lead entrepreneur of a private sector enterprise.
- > Your business is based in Hull or the East Riding of Yorkshire.
- > You have an appetite to grow your business over the next 5 years.
- > You want to create more local jobs within your company.
- > You can commit to all 6 sessions and their follow up "homework" tasks.

How do I apply?

Please complete the details below and either post to:

**Jan Brumby,
For Entrepreneurs Only,
The Enterprise Centre, University of Hull,
Cottingham Road,
Hull HU6 7RX**

or email to:

jan.brumby@forentrepreneuronly.co.uk

Please note:

Deadline for applications is the end of January 2016 and that application is no guarantee of securing a place.

Previous participants include the lead entrepreneur from businesses with turnovers ranging from £200K to over £50 million.

FULL NAME	COMPANY NAME	
MOBILE NUMBER	EMAIL ADDRESS	
WEB ADDRESS	CURRENT ANNUAL TURNOVER	NUMBER OF EMPLOYEES
<i>In no more than 100 words, tell us where you see yourself and your business in the next 5 years:</i>		
.....		
.....		
.....		

Who are For Entrepreneurs Only (FEO)?

Based in Hull, FEO is a Community Interest Company, made up of like-minded entrepreneurs representing successful businesses of all sizes and sectors. With a joint turnover of £3 billion and employing over 16,000 local people, our members share a common goal: to help rebuild the local economy by creating more private sector jobs for the future. The Step Change for Growth programme is a perfect example of what FEO stands for; entrepreneurs giving their time and experience freely to help each other to succeed. This programme definitely helps to create new jobs, therefore making a difference to the local economy.

www.forentrepreneuronly.co.uk