

Cambridge Judge Business School
Entrepreneurship Centre

STRATEGIC BUSINESS GROWTH

Make your management fit for growth

Entrepreneurship
Centre



UNIVERSITY OF
CAMBRIDGE
Judge Business School



Programme overview

Strategic Business Growth recognises the obstacles that businesses face when scaling up. It is designed to support companies determined to find new growth drivers to overcome such challenges, through a systematic process. Our programme team offers guidance to individual companies, customising the learning experience to meet their specific needs. The insights, framework and methods learned over four months also improve the company's capability to systematically pursue growth over time.

Programme format

An initial assessment will be made by the programme team to identify your key challenges and opportunities. A business coach will also support you through your learning journey and act as a point of contact.

A series of six workshops are delivered in three, two-day modules over the course of four months. The format allows companies to explore their management capabilities, interact with others from Cambridge's unique entrepreneurial ecosystem and strengthen their personal and professional network for the future.

Who is it for?

The programme attracts senior executives with ambitious management teams from the UK and around the world. It is designed for entrepreneurial leaders who are responsible for driving growth in their organisation.

In particular:

- Small to medium-sized businesses with annual sales from £1 million upwards
- Entrepreneurs who are seeking to scale up their business
- Leaders who are seeking to explore opportunities for innovation and growth
- Organisations with a track record of underlying operating profitability
- Ambitious and talented management teams.

Sessions

The topics addressed at each of the sessions will be informed by the needs identified during the diagnostic phase of the programme. They are likely to include:

- Defining your current business model
- Shaping your value proposition
- Developing a 'go-to-market' strategy
- Understanding the competitive landscape
- Supporting your leadership team to accelerate growth.

Next steps

Please visit the website below:

www.jbs.cam.ac.uk/strategic-business-growth

Interviews with companies will be held on a rolling basis.

Following selection, a member of the programme team will visit your company to discuss and assess your needs.

We require the CEO and one other member of the senior management team to attend each module. Up to two additional team members may also join the programme.

Email the team:

sbg@jbs.cam.ac.uk

 @CJBS_EC #CJBSgrowth

