

Cambridge Judge Business School
Entrepreneurship Centre

Explore>Originate>Accelerate>**Grow**

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

You will have an initial on-site diagnostic visit by a member of the programme team to identify your key challenges and companies opportunities. The coach will support you throughout your 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 of the modules allow companies to build the management capabilities of their organisations, as well as establish a network of contacts for both business and personal development purposes.

Who is it for?

The programme attracts senior executives with ambitions top 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 growth
- Organisations with a track record for sustainable underlying operating profitability
- Ambitious, talented management teams – committed and incentivised

Apply

Please visit the website and complete the online form. 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 three executives, including the CEO, to be present at each module.

Fees

Total cost is £9,500 per company.

Programme fees include all tuition and education materials, as well as refreshments and meals during workshops.

Dates

Module 1	Day 1	Thursday 27 February 2020
	Day 2	Friday 28 February 2020
Module 2	Day 1	Thursday 26 March 2020
	Day 2	Friday 27 March 2020
Module 3	Day 1	Thursday 23 April 2020
	Day 2	Friday 24 April 2020

Contact us:

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

T: +44 (0) 1223 762188

 @CJBS_EC #CJBSgrowth

