



Entrepreneurial Leadership



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Your learning experience

We'll leverage technology to give you the benefits of a group training experience without you needing to commit as much time to training sessions. You'll also be invited to join a practical session where you can get support with using some of the tools and techniques.

This is in a very real sense a pilot, so hearing your feedback is an integral part of the whole project. We'll need to know what difference the experience makes for you, how that reveals itself in your business, what works best, and what we should consider changing.

How you'll take part

We'll provide you with exclusive online access to our social learning platform, where you'll find all of the programme content, resources and activities that you'll use to meet your learning outcomes. You'll also be part of a small online community of people on the same journey.

Just like a training workshop you'll get to interact with people in a similar situation to yourself and gain stimulus from the different perspectives that the group brings. Unlike a training workshop you won't all have to be in the same place or even available at the same time!

As part of your learning we'll encourage you to share challenges and experiences with the rest of your group, and to contribute to what the others share.

How we'll support you

Your trainers will also be active members of your online community, so we'll challenge you, be there for you to ask questions of us, and hear your reflections.

Your practical session will be a chance to get coaching and support in person, but more importantly you'll be able to use tools and techniques for real, with your group, on real business challenges or opportunities.

Self-tailored to fit your needs

We know that the life of a small business leader is a busy one, so you'll be able to pick and choose when suits you to take on new learning and how long you spend at a time. You decide whether that's in small chunks or great binges!

You will also be able to choose how you spend your time. For instance by choosing to focus for longer on concepts or tools that are new to you and spend less time on elements of the content that you are already familiar with.

Evaluation and feedback

At the end of the programme we'll ask you to reflect on what's occurred for you. We'll do this by asking you to complete a short survey and also talking through your experience with you informally.

What you'll learn

These are the topic headings and summaries of the content included in the pilot at launch, but we'll be listening carefully for any needs that we haven't yet discovered and will consider making useful additions once the pilot is concluded.

Understanding your business

Where we help you explore the nature of your business, the risks you face, your competitive environment, your customers and their needs that you serve.

Test and Learn

Introducing the Lean Start-up methodology and how to get customer insight using minimum viable products and metrics

Your Vision and Plan

Focusing on building, articulating and delivering your strategy

Leading an Adaptive Organisation

Communicating your mission and engaging others when you need them on board

The ways of the Entrepreneur

Understanding and using innovation as a process for problem solving and creating value

Progression options

Next steps and how to get further support and information about:

- Protecting your Intellectual Property
- Doing business internationally
- Networking and social media for enterprise
- Innovation and leadership and management training

Interested?

We will be selecting a small number of individuals to take part in the pilot of this exciting new programme. If you are interested, and meet the following criteria, then please contact Will Woodward on will.woodward@peratraining.com or 07920 563594

- Are you a business owner or MD?
- Do you run a small or medium sized enterprise, recent business start-up, or looking to develop ancillary businesses?
- Are you comfortable using technology for social media or websites?
- Is your business address in Leicester/shire?
- Are you prepared to take part in this learning experience which will commence in June and run for 8 weeks in total?
- During the 8 weeks are you prepared to?
 - Meet twice (welcome coffee and half day practical session)
 - Interact with the group online
 - Use content, tools and techniques on your business
 - Contribute to an individual case study describing what you have achieved as a result of the programme