

Bootcamp: Business Fundamentals

New Business Strategic Planning and Business Modelling

Course length: 1 day (1 of a 4 day programme)

Rapidly changing markets fuel the need for continuous improvement, product innovation and a more responsive approach to planning.

This one day course is part of a four day programme and is designed to introduce visual tools such as the Business Model Canvas or Lean Business Start-up and help you develop a 'live' practical tool that can be used to share your vision and manage growth.

How can it help?

- Clearly define your business proposition
- Establish and share with staff a common vision, with clear goals and objectives
- Maintain focus on the key priorities
- Provide a baseline on which to measure growth
- Increase productivity, efficiency and effectiveness
- Solve problems and overcome challenges
- Identify and protect intellectual property
- Identify sources of market intelligence to support growth

Programme outline

Participants will develop a business plan considering all elements of the business planning process. With use of the business model canvas, delegates will develop an action plan for business development and future growth.

The programme includes:

- The entrepreneurial experience
- Business planning process
- Why businesses need to plan and business model
- Principles of Business Model Canvas
- Value Proposition Canvas
- Lean start up and validation board
- IP and legal structures
- Market intelligence
- Action planning

Who should attend?

This masterclass can be delivered to micro or small businesses. This will benefit new business owners launching their first startup or existing businesses who recognise gaps in their skills and knowledge base.

Training at RTC

People are the lifeblood of any organisation. At RTC, we recognise the importance of the human dimension in the innovation process and aim to inspire people, raise skills and encourage positive attitudes towards new technology and business.

For more information on this one day course or the full four day innovation activity that can be carried out within your organisation please contact:

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