

## Managing and Developing a Successful Small Business Seminar Outline

### Aimed at:

Owner/managers of small business concerns

### Programme Contents:

The programme is based on a four-day training timetable, which includes eight modules and each training day to include the delivery of two modules - their sequence to be in the order in which they are numbered. All of the modules are integrated and complementary.

### Underpinning the delivery of this programme will be the following primary objectives:

- To install necessary confidence in the programmers' participants for the running and development of their businesses.
- To provide necessary and relevant information to participants for the running and development of their businesses.
- To stimulate and activate an appreciation of networking and information sharing amongst participants.
- To evaluate the Programme as a model of good practice for the delivery of future training for Competitive Business Intelligence



### MODULE 1: The Do's and Don'ts of Running Your Own Business

Aimed at the small business owner, this module deals with the practical issues of running a small business and the pitfalls to avoid therein.

### Objectives:

- To give participants' the necessary basic good practice for running a business.
- To get participants to develop essential qualities and skills for running their businesses.
- To examine the factors that affect business performance.



**Content:**

- Factors that contribute to a successful business.
- Questions for the business owner.
- Survival tips for small businesses.
- The deadly sins of an owner-manager.
- Key rules for small businesses.

**MODULE 2: Managing and Motivating Staff**

This module is aimed at owners/managers who are either currently responsible for managing and motivating staff, or who expect in the future to be employing staff.

**Objectives:**

- To enable participants to manage their staff effectively.
- To help participants to establish a work culture this will enable their staff to be creative and effective problem solvers.
- To develop understanding of what motivates people at work.
- To gain experience of using knowledge of motivating factors as the basis for defining benefits which appeal to employees.

**Content:**

- Individual assessment of each participant's management style in the area of employment.
- Introduction to the 6 Fs, which are the six principles to follow to ensure that at least 95 per cent of the time, 95 per cent of your staff will be successful.
- Individual action plan to concentrate on main factors in which participants need to improve.
- An introduction to the factors which influence the behavior of employees.
- The importance of benefits as motivators.
- Research into participants' personal motivators.

**MODULE 3: Taxation for the Small Business Owner**

This module, which is suitable for the small business, will explain in a user-friendly format what is involved in taxation - thus demystifying an area of business that can cause unnecessary concern.

**Objectives:**

- To give participants a basic knowledge of their responsibilities regarding taxation and how they can satisfy this.
- To make participants aware of the expenses that they can and cannot claim for.
- To look at what books need to be kept for taxation purpose.

**Content:**

- Introduction to taxation.
- Knowing what tax to pay and when to pay it.
- Dealing with losses.
- Claiming for expenses.
- How tax is calculated.
- Keeping books and records.



## **MODULE 4: Marketing Made Simple**

This module, which is aimed at owner/managers, works on the principle that marketing is everything that you do to get your goods/services into the hands of the consumer. Consequently, it recognizes the importance for the owner/manger to understand the principles of marketing in today's competitive business environment.

### **Objectives:**

- To give participants a good understanding of what marketing entails.
- To give participants an awareness of the environment that effects their organizations.  
To give participants the skills and knowledge to develop a basic marketing strategy.

### **Content:**

- The 6 P's necessary to develop a marketing strategy.
- Positioning your business.
- Packaging your business.
- Pricing your services/product.
- Promoting your service/product.
- The persuasion process.
- Performance in your business.
- Market research
- Marketing mix.

## **MODULE 5: Business Planning and Goal Setting**

This module, which is aimed at owners/operators of small businesses, recognizes that for businesses to survive they must plan for development and growth; also, it is important that the owner/manager understands the importance of setting goals, both personal and business.

### **Objectives:**

- To understand what is involved in business planning.
- To impress on participants the importance of planning to the success of their businesses.
- To give participants a method for planning for their businesses.
- To practice setting goals.
- To understand the value of setting goals.  
To provide a method of setting goals and reviewing and updating them.

### **Content:**

- Tips for creating a good business plan.
- What lenders look for in a plan?
- Process for developing your business plan.
- Goal setting preparation.
- Reducing problems through goal setting.



## **MODULE 6: My Interpersonal Style**

Business involves dealing with people - customers, suppliers, employees, etc. This module is aimed at owner/managers with a view to helping in the area of interpersonal relationships.

### **Objectives:**

- To give participants an understanding of different interpersonal styles and the importance of understanding these in a business environment.
- To enable participants to be aware of their own interpersonal style.  
To enable participants to be able to develop alternative styles where this is desirable.

### **Content:**

- Activities for getting people to focus on aspects of their behavior that may affect interpersonal relationships including, a self-scoring questionnaire.
- Recognizing your interpersonal style.
- Analysis of different interpersonal styles.
- Using analysis to your advantage in your business.

## **MODULE 7: Planning and Implementing Change**

This is aimed at owner/managers of businesses and recognizes that for businesses to survive they must change and that this change maybe resisted.

### **Objectives:**

- To examine a change situation and describe the effects on the people involved.
- To understand the individual stages in planning a change.
- To appreciate the problems that occurs when a change is implemented.
- To understand the ways of ensuring that the implementation of change is as trouble-free as possible.

### **Content:**

- Introduction to planning changes for people.
- Case study on change.
- Some questions for change situations.
- Confronting problems when implementing change.
- Case study on implementing change.
- Questions to be considered when implementing change.

## **MODULE 8: Identifying and Dealing with Difficult People**

Aimed at owner/managers who will be dealing with difficult people, either inside or outside their organizations, or both.

### **Objectives:**

- To identify difficult people both internal and external to a business.
- To understand how to deal correctly with difficult people.

**Content:**

- Introduction to "difficult people".
- Case study for recognizing and addressing difficult people.
- Checklist for dealing with difficult people who are inside or outside your business.

**Training Outcomes:**

At the end of the course delegates will be able to:

- Identify and develop the best practices, essential qualities and skills for running their business and analyze their business performance
- Develop an action plan to motivate their staff, having identified their own management style and researched into their personal motivators
- Interpret how taxation relates to the small business, identify how tax is calculated and also what they can and cannot claim against
- Attendees will have the ability to prepare a basic marketing strategy, and will possess an awareness of the environment that effects their organization.
- Apply a process for developing and planning for their business and implement a method of setting, reviewing and updating goals
- Differentiate between different interpersonal styles and analysis them to their advantage within the business.
- Manage a change situation, by identifying the individual planning stages and confronting any problems during the implementation
- Attendees will be able to interpret the signs and symptoms of difficult people, categorize them and plan the necessary intervention

**Training Process:**

The programme will provide theoretical insights into the various aspects of the course content and support these with practical examples, case studies and role-playing to reinforce learning. An interactive approach will be employed throughout and participants will be expected to engage in discussions and break out workgroups.