

Starting your small business

Duration: 3 hours

This workshop is designed to help potential small business owners learn about the essentials of starting a small business.

The topics covered include:

- Understand the key success factors involved in starting your business
- Understand the key components of a good business plan
- Create business and action plans that will give you the steps you need to work towards starting your business
- Understand where to go for additional resources





Micro business health check

Duration: 3 hours

This workshop is designed to help micro businesses understand how regular self-assessment will set them up to identify key issues before they arise.

The topics covered include:

- Being clear on the role of the business
- Seeing the value of making small changes across the business – for large effects
- The value of purpose – its business wide importance
- Reaffirming strengths and skills in business and where best to focus on improvement if needed



Generating cash flow

Duration: 2 hours

This workshop is designed to help identify the key cash flow drivers in business and provide ways of improving operational activities that will immediately improve cash flow.

The topics covered include:

- Profit versus cash
- Cash conversion cycle
- Suppliers and cash flow
- Improving your customer collections
- Marketing and cash flow
- How to prepare a cash flow forecast





People, processes and technologies

Duration: 2 hours

This workshop is designed to help small businesses understand how to develop critical organisational competencies around culture transformation and process improvement; resulting in a more effective and sustainable change effort.

The topics covered include:

- The PPT Framework
- Skills and competencies
- “Change” as something personal
- Employee engagement
- Processes in performance





Innovator's mindset

Duration: 2 hours

This workshop is designed to help small businesses connect themes of innovation, time management and leadership in business, to build systems for a more efficient and effective workplace.

The topics covered include:

- Time management
- Planning
- Decision making and prioritisation
- Setting boundaries and saying no
- Outsourcing tasks





Strengthening business practices

Duration: 3 hours

The aim of this workshop is to help small business owners who want short term, constructive advice to support business recovery as well as tools for longer-term future crisis planning.

The topics covered include:

- Learn why personal resilience is important for business owners or managers
- How business resilience is different to personal resilience
- Explore some personal resilience tools
- Business risk awareness and prevention
- How best to respond to emergency and crisis



Winning government grants and tenders

Duration: 2 hours

This workshop is designed give small businesses the confidence needed to engage in government work by providing practical tips and simple strategies on how to respond to government tenders, quotes and grants.

The topics covered include:

- How government purchases goods and services
- How to engage with government, both within and across departments
- How to market unique capabilities to government
- How to maximise opportunities for success





Cyber security

Duration: 2 hours

This workshop is designed to help small businesses understand the importance of cyber security and how to protect the business from the consequence of an attack.

The topics covered include:

- What is cyber security
- Cyber threats
- Passwords, authorisation and authentication
- Internet network and Wi-Fi security
- Security and your personal devices



Taking your business online

Duration: 2 hours

This workshop is designed to help small business develop an understanding of online opportunities and assist business owners to make informed choices about how to set up an online presence for their business.

The topics covered include:

- Operating your business in a digital world
- Hardware and software requirements
- Benefits of having a website and features make a website effective
- The importance of email communications in business
- How to protect your business in a digital world



Advanced strategies to taking your business online

Duration: 3 hours

This workshop is designed to give small businesses the tools, strategies, and knowledge on how to grow their business online.

The topics covered include:

- Investigating the different ways your business can sell online
- Automating business processes to increase efficiencies
- Customer Relationship Management (CRM) Systems
- Mechanisms of online marketing
- Digital disruption and the impact to your business





Social media and content marketing

Duration: 3 hours

This workshop is designed to give small businesses guidance on how to prioritise their digital and social media marketing efforts. Business owners will learn actionable tips, tools, and strategies to enhance their online presence, attracting visitors.

The topics covered include:

- Basics of social media
- Choosing the right platform for your target market
- Claiming your Google Business Suite
- Curating and creating content
- Content plans



Maximising your marketing

Duration: 2 hours

This workshop is designed to provide small business owners with a broad understanding of what marketing is, as well as provide insight into key actions required to be successful in marketing.

The topics covered include:

- What is marketing and why it's critical in business
- Key elements of successful marketing
- Maximising insightful market research
- How to effectively attract and engage your target market
- How to maximise customer satisfaction, loyalty, and advocacy
- The role of social media and other key promotional tools

