



Have you ever wondered why some companies grow more quickly than others? ...and why the failure rate of start up businesses is so high?



So did we.

As it turns out, there are many different ways in which SMEs have made the transition from survival, through stability to higher growth.

- so how did they do it?
- and just what are the key drivers of SME business growth?

We've packaged that knowledge up and are ready to share it with you and your business.

Growth⁵⁰⁰

A blueprint for accelerated business improvement



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Fast Facts

- A coherent and relevant business growth programme for SMEs
- Targeted towards owner / managers and key personnel
- Ideal for fast tracking and developing employees to more senior roles
- Optional business mentoring to support your growth plans and journey
- 10 days over 12 months
- Practical knowledge, not theory
- Available and costless to all **CeeD** members
- Regular start dates
- All other **CeeD** activities available to participants

Creating synergy

Working with UWS Business School, we've identified the key drivers of growth and the ways in which SMEs all over the world have successfully achieved higher than average growth rates. Divided into 8 topic areas, we'll explore the core issues encountered during the survival, stability and growth phases (**red, amber, green on the target on the final page**) the premise being that companies must build growth from a solid base of knowledge, infrastructure, management and planning. Without these building blocks in place, rapid growth can destroy a business, or its reputation at the very least.

Breaking new ground

CeeD's new **Growth500** programme is the first of its kind in Scotland. We've pulled together leading experts from industry, academia and the business support sector to take 500 ambitious Scottish businesses on their own growth journey. With its SME sector focus, the programme's content and delivery is taken from a practical, rather than theoretical perspective - the 'how' rather than the 'why'.

A complete package

Through Growth500, you'll come to better understand how to structure and align your business to the customers and markets it serves, as well as taking the timely actions necessary to benefit from higher growth. You'll have the option of a business mentor to help you navigate the way there and the support of like minded owner managers to cast fresh eyes on your business - as you will theirs - creating a valuable peer-to-peer network of entrepreneurs. You'll also benefit from course materials and clear signposting along the way to further help. No more running around trying to find further assistance. It's all here.



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Plugging in

Growth500 won't be for everyone – that's understood. Many SME owners are content with what they've built thus far. If however, that's not you and you have the continuing ambition, drive and commitment to grow your company, then the programme will meet your - and your company's - needs.

So, how to get involved? **Growth500** sits alongside our existing Clinic programme to which all participants will have full access. As such, companies which meet **CeeD**'s normal membership criteria will be eligible to join **Growth500**. Typically, those are companies drawn from the manufacturing, engineering, science and technology sectors however companies from outside of those sectors will also be considered on business merit and / or the recommendation of **CeeD**'s partner organisations.

So what is CeeD?

We're a not for profit fusion of industry and academia, the member companies of which are dedicated to the free sharing of knowledge, information and know how to improve the operational performance of our companies. We work together several times a year on topics such as Project Management, Health and Safety, Procurement, Quality, Environment, Leadership, Training, Lean Manufacturing, Process Excellence, Marketing, Performance Management - and now Growth.

Maximising value

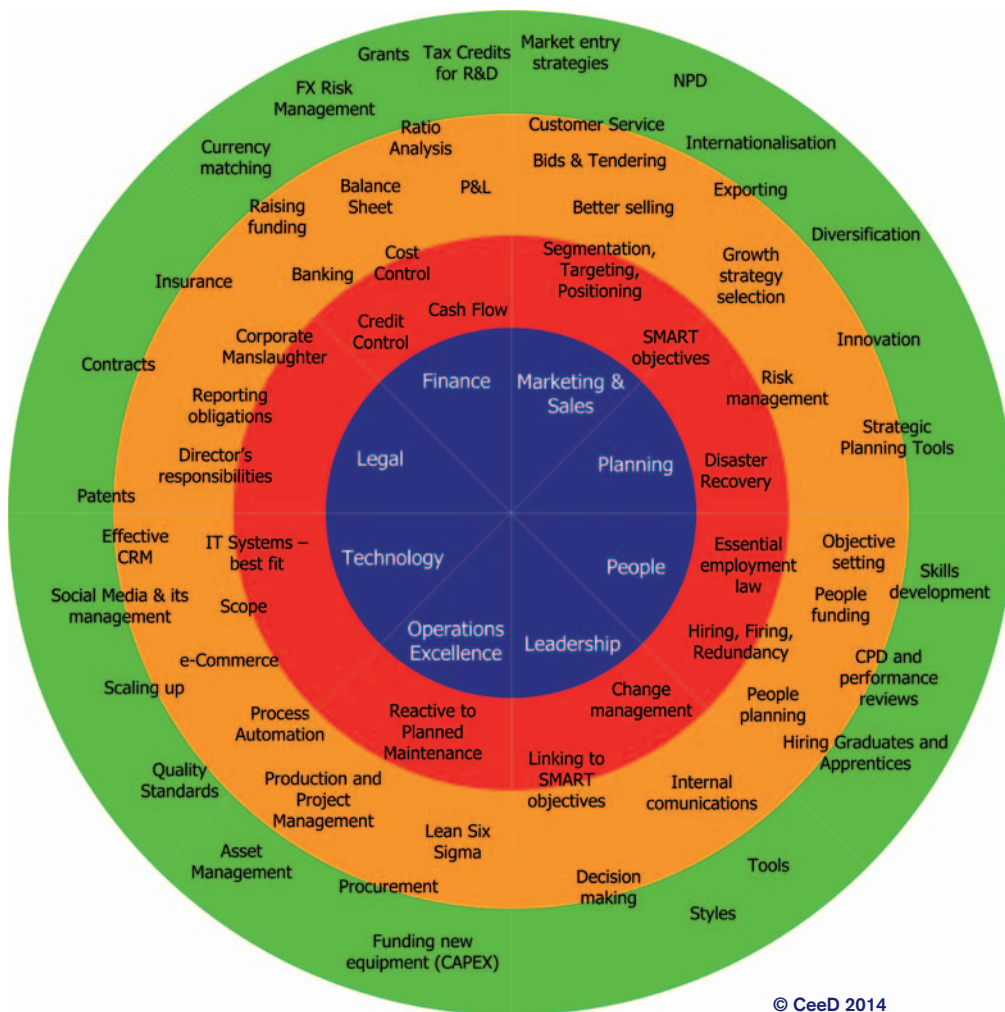
CeeD member companies make an annual contribution towards its maintenance as a professional service. Flat rate member and sponsoring member opportunities are available. Thereafter, all Clinics (including **Growth500**) are open to all employees of member companies. It really is astonishing value and one of the easiest business decisions you'll make all year.

Growth⁵⁰⁰ Joined up thinking by...

GLASGOW
CHAMBER OF COMMERCE



- Survival
- Stability
- Growth



On the journey, we'll explore topics like Marketing and Sales, Leadership, Strategic Planning, Technology, People, Legal, Finance and Operations Excellence demonstrating the essential 'need to know' for survival, the 'know to grow' for stability and the 'grow to glow' for success.

See the company you'll be keeping at
ceed-scotland.com/member-organisations
 then contact us on **01698 203 420**

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