

Grow: Customer Driven Strategic Planning

Course length: 2 Day Programme

Rapidly changing markets fuel the need for continuous improvement, product innovation and a more responsive approach to planning. This two day course will introduce visual tools that will develop customer focused growth plans which are 'live' and responsive to customers met needs.

RTC is not just a training company – we are home to a range of business support programmes. Sign up for Grow: Business Strategy for the opportunity to find out what help is available in your area and grow your network by meeting our team of advisors.

Programme outline:

Day 1 – Introduction to Business Modelling:

- The benefits of business modelling
- Best practice using the Business Model Canvas a tool used to map key operations for your business
- Exploration of management and organisational theories with application using case studies

Day 2 – Strategy Development:

- Use of Business Model Canvas for strategy development
- Developing a good Value Proposition, introduction to a process that helps you to capture value in your products and services.

Cost:

This course is fully funded for eligible individuals/businesses in Northumberland, Tyne & Wear and County Durham. Registration through Eventbrite will act as an expression of interest, following which a member of our team will contact you to confirm your place and discuss the full eligibility criteria, including relevant terms and conditions.

Achievement:

Following attendance at all sessions and successful completion of assignments, delegates will achieve a Level 3 Certificate in Innovation, Sustainability and Growth accredited by the SFEDI.

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 an informal conversation with our team, please get in touch:

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