

Starting your own Business

Increase your chances of success

Workshop objectives

The aim of this workshop is to increase delegates' chances of setting up and running a successful business.

Workshop length

09.30 – 16.40 6 CPD hours

Workshop outline

The workshop will explore:

- Skills and personal attributes needed to run your own business
- Personal considerations, gap analysis and action plan
- Business planning
- Sales, marketing, advertising, P.R., finance and legal
- IT and communications
- Operational planning

Who is this workshop for?

The workshop is for anyone thinking of setting up their own business.

What will I learn?

By the end of this workshop you will:

- Have a clear understanding of the skills and attributes needed for setting up and running a business
- Be clear about the challenges and opportunities
- Have an understanding of the key aspects of setting up and running your own business
- Have made a start on an action plan to take forward

The workshop is informal and interactive and delegates are actively encouraged to share their thoughts and ideas for the benefit of the group as a whole. The sessions are supported by comprehensive handouts sent to delegates beforehand.



Your trainer - Bill Brewer, MCIPD

Bill has been involved with human resources management for over 45 years, leading projects at TSB Bank, Barclays Financial Services and several engineering businesses.

His experience in career management, recruitment, training and development is very extensive. He has an excellent track record of training design and delivery, having worked at a senior level in a corporate environment and also as a consultant.

In 1996 he purchased a struggling recruitment business and within three years turned the business around to be one of the most successful independent agencies in Hampshire. In addition, Bill has set up and run a Limited Company and also worked as a Sole Trader.