

# Starting your own business

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## Workshop objective

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

## Workshop length

09.30 – 16.00          6 CPD hours

## Workshop outline

The workshop will explore:

- Business structure basics
- Creating a brand
- Financial considerations
- IT and communication
- Sales and marketing
- Creating a network
- Action 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.



## **Your trainer – Sarah Steel, Director – Better with Money**

An experienced financial professional, qualified coach and Fellow of the Pension Management Institute, Sarah has been helping people to be confident about their finances for over twenty years.

Sarah is the owner of “Better with Money” which was set up to reduce financial misery and confusion in the UK. Her aim is to bring money matters to life in an accessible and interesting way, helping you to think clearly about money and inspire action around your finances.