

## Skills Enhancement Programme

*a collaboration between Nutgrove Enterprise Park and Terenure Enterprise Centre*

<b>Venue:</b> Online via Zoom	<b>€100 per tenant</b>
<b>Dates:</b> Twice monthly March to Sept 2021	
<b>Sessions:</b> 2 x 2 hr sessions – 12 in total	

### Would you benefit from help to recoup losses and become more sustainable and adaptable?

With Terenure Enterprise Centre being our nearest Community Enterprise Centre, we have the common goal of supporting and sustaining our local tenant enterprises. To that end we are joining forces in delivering this initiative with the aim of assisting you, our tenants, to develop your own tailored plans for financial viability and strategic planning following an undoubtedly difficult period for many.

We have jointly developed this programme with the aim of assisting you enhance your existing financial management and marketing skills and identify paths to growth for you and your team. A series of workshops and mentoring sessions will be provided by suitably qualified consultants. The interactions between the two centres' combined client base will engender shared learnings and opportunity for networking. All sessions will be online initially, but we hope by late 2021 to run them in-house across both locations to facilitate opportunities to do business and make connections.

There will be 2 sessions per month, each of 2 hours duration, March to Sept 2021, a total of 12 in total. The workshops will broadly cover the topics summarised below together with a select number of 1:1 mentoring sessions.

<b>Financial &amp; Business Planning</b>	<ul style="list-style-type: none"> <li>• Understanding and interpreting your financial documents</li> <li>• Practical tips to improve cash flow and sustain business.</li> <li>• Preparing financial projections and relationship with Bank</li> <li>• Raising Finance Access and grant eligibility</li> </ul>
<b>Marketing, Digital Marketing &amp; Social Media</b>	<ul style="list-style-type: none"> <li>• Identifying your target market</li> <li>• What is stopping you getting business and key tips.</li> <li>• Market research and assessing your buyer's needs.</li> <li>• Understanding online marketing and your website potential</li> <li>• Overview of social media, AdWords, and email marketing</li> </ul>
<b>Resilience &amp; Well Being</b>	<ul style="list-style-type: none"> <li>• Strategies for building resilience</li> <li>• Identifying stressors and triggers</li> <li>• Managing workload with increased focus</li> <li>• Resourcing yourself and investing in your intangible assets</li> <li>• Strategies and tips on wellbeing and effective remote working</li> <li>• Maintaining relationships in virtual working environment</li> </ul>
<b>Mentoring</b>	<ul style="list-style-type: none"> <li>• A limited number of one-to-one sessions will be provided on a separate application basis.</li> </ul>

### How is the Programme Delivered?

Suitably qualified consultants will be engaged to deliver the 2-hour sessions across the topics outlined above. These will be delivered online over 2 sessions each month March to September. We will also include a select number of 1:1 mentoring sessions which will commence mid-way through the programme when we have identified your specific needs.

### Register Your Interest Now (limited to 10 participants per centre)

The Programme Fee is heavily subsidised at just €100 per tenant company and is payable in advance of programme commencement. To register your interest, send an email to [faiza@nutgrove-enterprisepark.ie](mailto:faiza@nutgrove-enterprisepark.ie) Booking Deadline: Thursday March 11<sup>th</sup>

*Nutgrove Enterprise Park and Terenure Enterprise Centre are both proud to be members of NECEC (The National Association of Enterprise Centres)*



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