

# BUILDING A HIGH-PERFORMING MINORITY BUSINESS

Delivered by:



Brought by:



**Have you got an ambitious growth plan?**

**Do you want to build a successful business by learning from world class business schools' faculty and global entrepreneurs?**

MSDUK is delighted to bring together world class academics and practitioners from Ivy League's Tuck School of Business, USA and Aston Business School, UK to deliver an exceptional weekend-residential programme for minority-owned businesses.

This unique opportunity for diverse ethnic minority & women owned businesses is also combined with attendance to our global conference to meet C-Suite business leaders and entrepreneurs from across the world!

## WHEN AND WHERE

21 - 24 September 2018

**Residential Programme**

Aston Conference Centre, Birmingham

25 - 26 September 2018

**MSDUK 2018 Conference & Awards**

VOX Conference Centre, Birmingham

## PROGRAMME SCHOLARSHIP

A limited number of scholarships offered by MSDUK Corporate members are available to cover the full programme cost of £3,200, which includes:

- ✓ Full residential academic fee (tuition, course material)
- ✓ 6 nights accommodation (Standard Double room)
  - 4 nights at Aston Conference Centre Hotel
  - 2 nights at Crowne Plaza, Birmingham Airport
- ✓ Full MSDUK 2018 Conference Entry Fee

## ELIGIBILITY

- A MSDUK/ NMSDC/ CAMSC/SASDC/Supply
- ✓ Nation/ WeConnect Europe Certified Minority/Women-owned business
- ✓ A running concern in sound financial health
- ✓ Minimum 3 years in operation
- ✓ Revenue/ Turnover range: £250k +

## CORPORATE SPONSORS



# RESIDENTIAL PROGRAMME

21 - 24 September 2018

Building a High-Performing SME Programme focuses on strategy and implementation to drive results. The programme is designed for owners of minority/women-owned business who are committed to advancing their business capabilities.

Participants examine their businesses as case studies throughout the weekend and apply core business concepts through real-world applications.

A curriculum mixing strategy and operations helps these owners leverage the value chain to full advantage. Participants also explore financial statements to understand better how to improve cash flow and increase profits.

## Topics include:

- ✓ Developing and Implementing Strategy for High Performance
- ✓ Understanding Your Financial Statements
- ✓ Planning Cash Flows
- ✓ Financing Your Business
- ✓ Developing and Implementing Marketing Strategies
- ✓ Refining Your Operations Strategy and Key Processes
- ✓ Managing Your Business for Profitability and Growth

## REFUNDABLE DEPOSIT

All successful applicants will need to pay a refundable deposit of £500 to reserve their place on the programme. The deposit will be forfeited if attendees do not participate in the full programme including the conference. The deposit will need to be paid by **30 June 2018** to reserve the place. Deposit will be refunded after full attendance and will be paid back by **30 October 2018**.

## PROGRAMME LEADERS

Delivered by world-class academics and practitioners from Ivy League's Tuck School of Business, Dartmouth, USA and Aston Business School, Birmingham.

### Leonard Greenhalgh

**Professor of Management;  
Faculty Director of Minority  
Business Programs**

*Tuck School of Business, USA*



Leonard's research expertise includes strategy, strategy implementation, changing demographics, negotiation, and entrepreneurial business.

He is co-author, with James H. Lowry, of "Minority Business Success: Refocusing on the American Dream," and author of "Managing Strategic Relationships."

### Mark Hart

**Deputy Director,  
Enterprise Research  
Centre, UK**



Mark is Deputy Director of the ERC and Professor of Small Business and Entrepreneurship at Aston Business School. A 2014 recipient of the Queen's Award for Enterprise Promotion, he has played a national role in promoting enterprise skills, supporting entrepreneurs and advising the government.

**Application deadline:  
30 June 2018**

**APPLY NOW!**

**For more information:**

Contact Mayank Shah, CEO, MSDUK  
mayank@msduk.org.uk | +44 (0)116 253 2520