

BUILDING BUSINESS LEADERS OF THE FUTURE

Leadership Programme for ambitious Ethnic Minority Business Owners



ESTABLISH AND DEVELOP YOUR BRAND

Build a brand that works for you, your business and your business story.



CREATE LEADERSHIP FOR THE FUTURE

Develop purpose driven leadership for the long term and maintain a sustainable business.



DEVELOP BUSINESS FOUNDATIONS

Create a resilient business with foundations built around values and ethics.



ALIGN PROFIT AND PURPOSE

Develop a successful business with an ethos of 'profit for purpose'.



INNOVATIVE FOR GROWTH

Integrate leadership and innovation for resilience and long term sustainability.

2ND
YEAR

Each full day module, spread over 5 months, is structured around lectures, group activities, interactive exercise, fireside chats with industry experts and guest speakers including world-class academics, practitioners, highly successful and inspiring entrepreneurs.

PROGRAMME STRUCTURE AND DATES

| MODULE 1 | MODULE 2 | MODULE 3 | MODULE 4 | MODULE 5 |
|---|--|-----------------------------------|--------------------------------------|---------------------------------------|
| BUILDING YOUR BRAND | BUILDING A SUSTAINABLE BUSINESS | LEADING INNOVATION | CREATING A RESILIENT BUSINESS | LEADING FOR THE FUTURE |
| 24 MARCH 10:00 - 18:30 BIRMINGHAM | 28 APRIL 10:00 - 16:00 LONDON | 26 MAY 10:00 - 16:00 LONDON | 18 JUNE 10:00 - 16:00 LONDON | 8 JULY 10:00 - 18:30 BIRMINGHAM |

Celebrate with a GRADUATION CEREMONY after the completion of module 5



“By participating in the programme, I was given the chance to evaluate, reflect and learn new skills that can be used to enhance not only my business but my own personal growth. We have already implemented some of the new strategies that I learned.”

Sarah Sayed, BX Merchandise

“Great structured programme with insightful speakers, a lot to process and take away for implementation as part of our business growth strategy with so many learnings from the other businesses in the room. Would heartily recommend.”

Tina Patel, Formed Architects and Designers

WHO CAN ATTEND?

The programme is designed to support businesses that are either at start-up stage or setting themselves for growth.

Apply if you meet any of the following criteria:

- Any **MSDUK certified businesses** with less than £1m turnover
- Or any **MSDUK 2018 & 2019 Innovation Challenge participants**

COST

FREE.

20 successful applicants will be offered a scholarship worth £2,500 to fully cover the cost of this programme.

Participants need to meet their own travel costs.

HOW TO APPLY



DOWNLOAD APPLICATION FORM HERE AND SEND TO HINDA@MSDUK.ORG.UK
APPLICATION DEADLINE: 2 MARCH 2020

For more information: malvika@msduk.org.uk or barbara@msduk.org.uk