



**‘Hi-Start’ Programme
Commencing November 2009**

**For Start-up and
Early Growth Phase
Businesses**

What is 'Hi-Start'?

'Hi-Start' is a management development programme for **High Potential Micro-Enterprises** - both start-up and early phase growth businesses.

Commencing in November 2009, the programme will deliver customised strategic training, mentoring and networking support to a maximum of 12 participant businesses. Activities will comprise a weekend residential in the Marriott Druid's Glen Hotel, Co. Wicklow followed by five evening workshop sessions in Dublin.

'Hi-Start' has been developed and part-funded by the County & City Enterprise Boards and is sponsored by Enterprise Ireland. The programme will be delivered by highly experienced trainers and consultants.

What are the objectives of 'Hi-Start'?

The goal of 'Hi-Start' is to enable participant owner-managers to develop a new or redefined strategic plan focused on growth, covering a 1-3 year period.

On completion of the programme, participants will be:-

- Able to critically analyse the positioning and performance of their enterprise
- Better placed to manage their resources for balanced growth
- Equipped to make informed financial decisions for their business

The programme will track the progress of participants over a 12-month period with a view to transferring each to Enterprise Ireland as a High Potential Start Up (HPSU) within 2 years.

How can my business benefit from participating?

'Hi-Start' will encourage and support participant businesses to objectively reflect upon and strategically examine, the future direction of their business. It will achieve this in a variety of ways. Firstly, the workshops will be facilitated by experienced trainers to ensure tangible outcomes. Secondly, each participant will receive confidential mentoring support during the programme, and thirdly, companies will be supported via ongoing monthly facilitated networking.

When does 'Hi-Start' take place?

The programme runs from November 2009 to December 2010.

Opening Residential Module (1½ Days)
Friday, 6th November /
Saturday 7th November 2009
Marriott Druid's Glen, Co. Wicklow

5x Evening Workshops, Dublin
Wednesday, November 25th
Wednesday, January 6th
Wednesday, January 27th
Wednesday, February 17th
Wednesday, March 10th
All above at Clarion Hotel, Liffey Valley

Networking
Networking Lunch Wednesday 31st March
Followed by monthly networking sessions on the last Wednesday of each month.

The workshop module topics will include:

'Identifying Core Strategic Aims'
'Developing a Customised Marketing Strategy'
'Building a Robust Sales & Export Strategy'
'Financing your Business for Growth'
'Communicating your Business to the Market and the Media'
'Integrating your Strategic Plan into your Business'

Mentoring Support
Networking Support

Participation Fee

€500 per person

(includes lunch, dinner and overnight in Marriott Druid's Glen)

Places on programme limited to a maximum of 12 businesses.

To book your place or for more information contact:-

Angela Tynan

Dún Laoghaire-Rathdown Enterprise Board

angela@dlrceb.ie

(01) 494 8400

(087) 223 5269