DEVELOPING > ENTERPRISE > MOMENTUM
MOMENTIC

.....enabling an enterprise culture with a social conscience

# The Momentic
# 'Grow Your Own Business' Programme

## Session 1:
## BUSINESS APPRAISAL

jobcentreplus

# Objectives

- Welcome
- Mentoring Agreement
- Programme Overview
- Let's get to know one another
  - Who are we?
  - Who are you?
- Self-Reflection / Business Appraisal
- Business Development Growth Plan
- Next Session
- Questions?

# Ways of Working (WOW)

- 100% confidentiality – Respect
- No multi-tasking – be fully present
- **Arrive on time** and stay for the whole meeting
- Commit to asking questions, listening & being non-judgmental
- Sharing the air space
- Implement agreed actions (*Do what you say you will do*)
- Feedback at the following session
- Complete all participant surveys at the end of each session
- Our philosophy…

"The knowledge is in the room, let's learn from each other & share"

# Grow your own business programme

1. Business Appraisal
2. Relationship Building, Networking
3. Budgeting and Finance for Business
4. Market Research
5. Sales
6. Marketing
7. Social Media
8. Digital Marketing
9. A.I Integrations
10. Risk Mitigation & Legals
11. HMRC
12. Websites
13. Web Design
14. Business Skills
15. Sector Specific Support
16. Growth & Diversification
17. Health & Wellbeing
18. Signposting & Celebration

- Bi Weekly Workshops on a Thursday morning (3 hours) followed by refreshments provided by Momentic
- 1-2-1 business meetings available virtually in between
- Dedicated Business Adviser throughout, plus Guest Speakers will attend the programme
- On-going access to our Business Support Team

# Grow your own business programme

1. **Business Appraisal and Planning:** helping participants understand where they are with their current business and building on the BDGP. How to develop and convert their ideas into a realistic plan.
2. **Market research:** understanding customer base; business planning; competitor analysis and market analysis.
3. **Budgeting and Finance for business:** budgeting and money management; signposting where required to local specialist support/debt counselling; managing costs and reviewing pricing; debt advice; loans; cashflow/forecasting; sales review/forecasting; expenses – what can and can't be claimed and record keeping; setting up/managing a simple bookkeeping/record-keeping system.
4. **Risks mitigation:** how to identify and mitigate against risks; quality planning.
5. **Legals:** requirements including safeguarding, certifications, accreditations.
6. **HRMC:** record keeping; self-assessment tax return completion (online and post); penalties; tax return income calculations and implications; implications of an HRMC enquiry
7. **Marketing:** skills and tools; you and your brand; traditional methods and techniques; campaigns and planning

# Grow your own business programme

8. **Social Media:** the importance of social media; selecting marketing tools/social media platforms
9. **Digital Marketing**: e-commerce; platform selling sites; Google Tools, trends etc.
10. **Websites:** websites, pros and cons, analytics; optimisation
11. **Web Design:** tools and skills; software; basics needed to set up
12. **Sales:** pricing products/services accurately/competitively; develop unique selling points; improving confidence; developing key sales techniques
13. **Business Skills:** resilience; planning; organisation; overcoming barriers; key tips and tools.
14. **AI integration:** training on AI tools and their applications to enhance efficiency and decision making; ethical considerations; best practises for using AI.
15. **Growth and Diversification:** developing initial growth enablers; adding revenue channels; diversify to enhance opportunities.
16. **Wellbeing and Health:** wellbeing advice; techniques; complementary support signposting locally and nationally.
17. **Sector specific support:** deep dive into operating sectors; how to capitalise on advantages and protect and mitigate against challenges.
18. **Relationship building, networking and celebration:** what is networking, types of networks, showcase forthcoming events and networks.

# Momentic.....Who are we?

## Our Core Values

### Trust

We are built on Trust. It's embedded in all we do and core to our vision and values.

### Integrity

We are open, honest, inclusive, and empathetic to all our partners, team members and customers.

### Accountable

We are outcome focused in a measurable and driven way, taking ownership of all we do in a professional manner.

### One Team

We believe in what we do and are passionate about helping people and businesses. We support, adapt and harbour togetherness by sharing best practice and working as one.

### Customer Centric

The customer is always at the heart of what we do and why we do it. Putting them first ensures the best results for all.

# Getting to know you

## Share with us

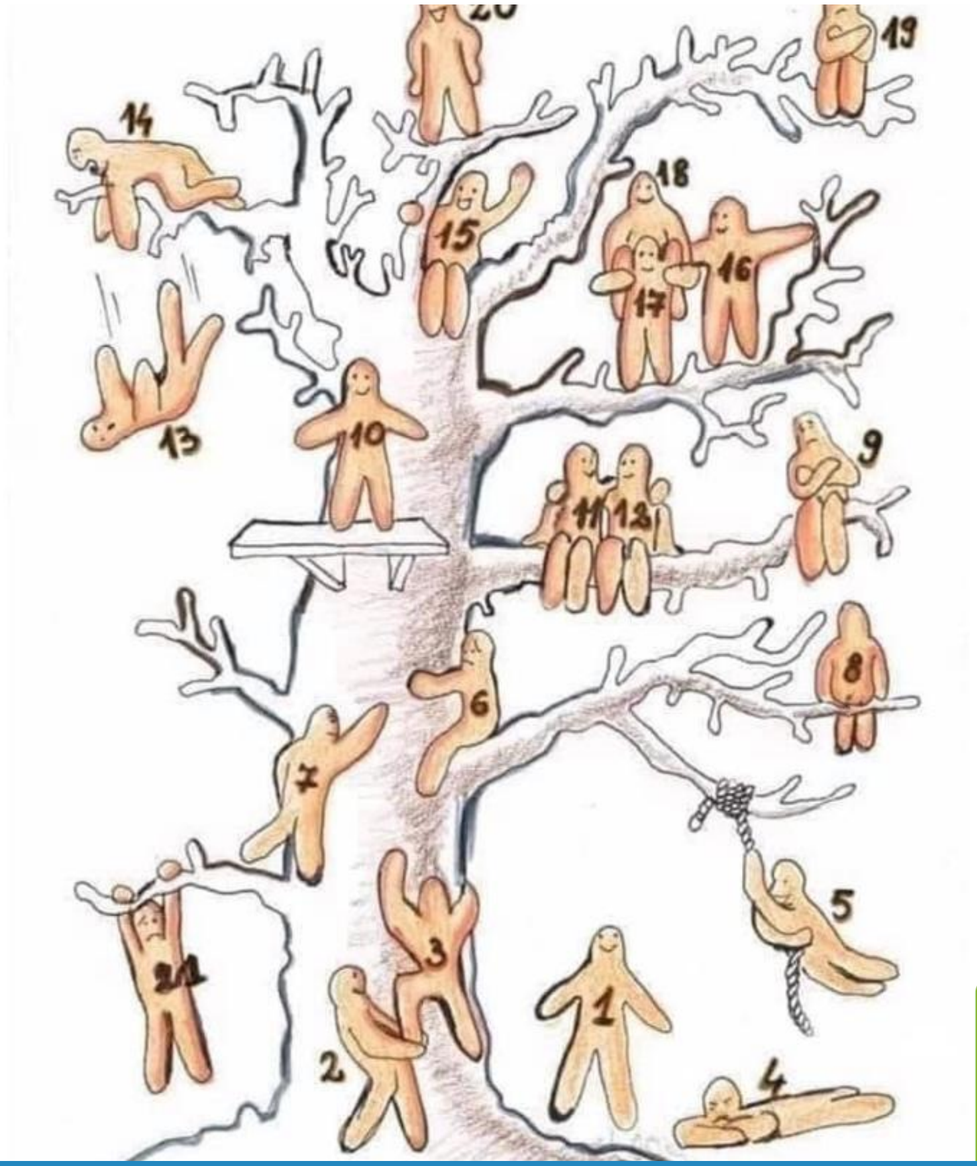
**Task 1: Where am I?..... 1,2 tree**

Where are you on the tree?

- The reason you selected the character
- What that represents to you
- Which number would you like to reach by the end of this programme & why?

**Task 2: Getting to know one another…**

- 60 – 90 seconds
- Who you are
- Brief overview
- “Elevator Pitch”



# Break

# Self-Reflection

## Why is self-reflection important?

It is about questioning, in a positive way, what you do and why you do it and then deciding whether there is a better, or more efficient, way of doing it in the future.

In any role, whether at home or at work, reflection is an important part of learning.

# Self-Reflection

## Self-Reflection Form to complete

- Scan your smart phone camera over the QR code to bring up a short, confidential questionnaire or go to: https://forms.office.com/e/RunBkKSx7x
  Answer honestly about the way you feel NOW
- This will also be emailed at the end of the session.
- This will help to understand areas of strength and areas for development

**Hard copies of the Self-Assessment form are also available.**

# Self-Reflection

## What do you hope to get from the programme?

# Business Development Growth Plan Introduction

## Ongoing -

- We will work with you on your “Business Development Growth Plan”

## Each week -

- There will be actions that support the workshops to help develop the business which will need to be completed as part of the programme and discussed as part of the one to ones.

# Next Session

## Relationship Building, Networking

**Date: Friday 30th May 2025 at 11am**

Actions –

- Complete feedback for todays session

# Feedback and next steps

- We want your feedback on these sessions so that we can continue to adapt our plans to suit your needs. Please complete the short feedback form on the QR code to the right.
- If you cannot use the QR code – you can go to this website:

https://forms.office.com/e/rh1x3nbFXy

# Expenses

- If you need to claim expenses for travel to and from today – please do follow the steps on the QR code.

- We can pay for mileage and public transport with valid receipts but unfortunately cannot reimburse parking

**Brighton DPS (2): Travel Expense BACS set up form**

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# Questions?

# Networking lunch

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