



## ***SME Support Programme***

***A Business Development, Planning and  
Mentoring Programme for SMEs***

***Consider how you and your business could benefit by having the  
support of an experienced mentor over the next 6 months?***

### **Enterprise Builder**

Enterprise Builder is an independent business support service exclusively available to Bank of Ireland business customers. Developed and operated by experienced business professionals, Enterprise Builder mentors offer qualifying\* customers an initial, free, comprehensive and impartial diagnostic.

At the customer's request, this may be followed by a series of agreed, one-on-one, advisory sessions to help the enterprise to grow and maximise its potential. These follow-on assignments are undertaken between the particular enterprise and mentor under normal commercial terms.

### **Networking Events**

As part of the Enterprise Builder service offering, business customers have been given the opportunity to attend numerous workshops and other events to meet with mentors and industry experts. Feedback tells us that attendees want and need a broader range of topics and more regular interactive network meetings. In particular, SME owners and managers say that they would welcome opportunities to share experiences and learn from other like-minded businesses.

### **SME Support Programme**

Responding to this demand, and based on our many years of successfully facilitating programmes of this nature, we have developed an SME Support Programme which will be offered to the hundreds of Enterprise Builder SMEs who have already experienced the service and also to all other Bank of Ireland business clients.

### **How will it operate?**

Initially, we plan to host two free advisory seminars for invited businesses. Topics covered during these two sessions will be very relevant to coping with the challenges of 2011 and beyond including practical tips on ways to improve how your business performs.

Group Session 1 Topic: Four ways to sustain profitability in 2011

Group Session 2 Topic: Top tips to help achieve the results you want

#### Post-Seminar Option

After Session 2, participants will be offered the opportunity to sign up to the full programme, namely, 4 x additional facilitated group sessions supported by follow-on, one-to-one mentoring.

Other topics that will be covered in the full programme include:

- Personal and business effectiveness
- Time and results management
- Strategic thinking and planning
- Marketing your business effectively in 2011, including internet marketing/social media
- The NEW way to sell
- Financial performance and making sense of the numbers

The full programme will be limited to c.20 businesses.

#### Timing

The programme will run from September to December 2011 over which time each participant will have completed the 6 group sessions above together with 3 x 1-hour, one-to-one sessions with an experienced mentor. These support sessions can be arranged to suit the business owner/manager e.g. with an option to defer the support sessions to Q1, 2012 if more appropriate.

#### Additional Business Diagnostic

For full programme attendees, an on-line business diagnostic or “health check” will form part of the offering. This will be made available to clients to complete after the free sessions and will assist facilitators/mentors to customise programme content and make one-to-one sessions with the mentor more relevant.

#### Group sessions

We will take the participants through powerful personal and business development modules that will address key success ideas to positively impact on the individual’s thinking and actions and lead to maximising personal and business/team performance and potential.

Practical topics and techniques to help deal with such matters as awareness of time management, goal-setting, goal achieving and the hard skills of business development, financial management and strategic planning, sales /marketing will be included in this foundational programme.

#### One-to-one Mentoring Sessions

These sessions will focus on the practical application of the group programme content to help drive the changes required in the participant’s own business. We will critically evaluate each participants business over a range of key areas such as vision, structure, strategic direction, products/services, financials, business development, sales, marketing, people and systems.

Our key objective over the course of the programme will be to guide and advise participants and help implement whatever changes are required to achieve personal and company goals.

This programme will be particularly relevant to current economic conditions. We will provide the participants with the personal and business tools they require to grow and sustain their firm successfully through difficult times

**Planned location:**

- Cork International Airport Hotel, Airport Business Park, Cork City

**Planned dates/times**

The first two complementary sessions are scheduled to take place from 8-10am, 22<sup>nd</sup> September and 6<sup>th</sup> October followed by optional sessions Nos. 3, 4, 5 and 6 from 8am to 11am on 20<sup>th</sup> October, 3<sup>rd</sup> and 17<sup>th</sup> November and 1<sup>st</sup> December respectively.

**Fee/investment**

The initial two sessions are free. Thereafter, if a business decides to sign up for the full programme of 4 x additional group sessions of 3 hours each plus 3 x 1-hours of one-to-one mentoring, the cost will be €75 per month payable by standing order for 6 months commencing 15<sup>th</sup> October 2011 and ceasing 15<sup>th</sup> March 2012.

Bank of Ireland will be part-subsidising the programme in its continued support of the SME sector, hence the excellent value that this programme offers.

**Interested?**

If you wish to know more about the programme, please contact us via our website at [www.enterprisebuilder.ie](http://www.enterprisebuilder.ie) or send an email to [info@enterprisebuilder.ie](mailto:info@enterprisebuilder.ie).

Alternatively, contact one of our Enterprise Builder team at 1800-636867 and we will be happy to give you more information about the programme.

**Summary**

The programme is a unique opportunity to partner with experienced facilitators and mentors who will take a practical, common-sense and 'hands-on' approach to your personal and business circumstances.

We look forward to hearing from you and the opportunity to serve you and your business interests.

*\*Client businesses who qualify for a free, company-wide diagnostic, carried out, on-site by experienced mentors, are required to meet certain size-criteria, such as minimum annual turnover of €250,000. In exceptional circumstances, mentors may use their discretion and carry out the diagnostic for businesses that are marginally below this base figure.*