

Business Owner Programme

This is a practical 6-month programme for business owners – where you'll have the opportunity to learn new business skills, network and redesign your business for the future.

For businesses in the Bay Of Plenty

Business Owner Programme

Who is it for?

This is a practical 6-month programme for business owners – where you'll have the opportunity to learn new business skills, network and redesign your business for the future. The programme is designed for owners of businesses with revenue less than \$3M.

What is it?

The Icehouse Business Owners Programme provides a unique learning environment for owners of Bay of Plenty businesses. The programme will provide you with the tools, support, and connections to drive progress and create a better business.

Learn new skills to run your business including:

- ▶ Deciding where your business will operate and how you will win in the future
- ▶ Driving growth from the top - Leadership, Mindset & Resilience
- ▶ Building a high performing team and culture in your business
- ▶ Transforming how your business wins sales and why customers choose you
- ▶ Generating growth through digital / social media channels
- ▶ Understanding of accounting and finance principles
- ▶ What it means to prepare to exit or sell your business

What do I get?

Begin the programme by completing Centrigrade™ online to learn about the strengths and opportunities for growth in your business.

In addition to the monthly workshops, you'll meet with an Icehouse business coach every month for a 1-hour one-on-one session to help you build and track the progress of your Business Growth Plan.

Facilitator: Jamie Brock

Jamie Brock is the leader of The Icehouse in the Bay of Plenty region and works with a number of Icehouse SME customers, helping them to improve their business performance. He challenges business owners' thinking, pushing and encouraging them to go further than they thought possible.

Jamie is an experienced senior executive, who prior to joining The Icehouse led some of New Zealand's largest sales and marketing teams. Jamie's clients value his practical experience gained hands-on across several industries and companies.

Regular Guest Speakers and alumni of The Icehouse will also be invited to share their experiences with Business Owners Programme participants.

Ready to take the next step?

Call: 0800 ICEHOUSE (0800 423 468)

Email: grow@theicehouse.co.nz

This programme is registered for Capability Development Funding available through the Regional Business Partner Network (capped at \$5,000 per annum). We can connect you to your local Regional Business Partner for more information and to see if you are eligible.

What will be covered in this programme?



Improving leadership, communication and management skills



Driving growth from the top and through digital channels



Understanding the value of finance and operations



Develop tools for your mindset and personal resilience



Prepare to exit or sell the business

COST: \$995 + GST
per month (6-month total)