

Small Business Mentoring | Ryde

Helping Small Businesses Grow | Feb – May 2011

Small Business Mentoring | Ryde, [formerly known as Stepping Up Mentoring] is subsidized by Industry & Investment NSW and provides established business owners committed to growing their business support to:

- build profits, jobs and exports
- acquire new skills and freshen up strategies
- be better equipped to face a highly competitive, technologically savvy, global and green 'new economy'
- resolve a known business issue or pursue an identified opportunity

What you get

Small Business Mentoring | Ryde comprises 5 components: short workshops; one-on-one mentoring; small group coaching; self paced e-learning; networking. The design, pace and layering of this program allows you to work on your business with minimal impact on your valuable time.

- **Workshops:** 8 x 90 minute insightful growth oriented workshops on specific business topics from selling to financial growth, cash flow management to pricing and costing, marketing to risk management, strategic planning to innovation planning. Topics will be adapted suit participants' needs.
- **Mentoring:** Ten (10) hours of one-on-one mentoring with an experienced business person. Participants are matched with a mentor who provides a "voice of experience" without a conflict or vested interest. A mentor can help you develop strategies to overcome a business hurdle or pursue an identified business opportunity or market, act as a sounding board, or bounce off ideas..Mentors help you focus on the "big picture" issues that face your business. However, a mentor does not offer is professional advice or consulting services.
- **Group Mentoring:** Four (4) group mentoring sessions where you consolidate your knowledge, network and sharing ideas with like-minded entrepreneurs and learn from each other;
- **Self Paced e-learning:** Self paced e-learning via Moodle, a web based course management system with readings and selected valuable links and resources and a dynamic workbook as a record of your learning
- **Networking:** networking with other business owners. Tap into the RBF business networks including local chambers of commerce, council and other networking groups.

Eligibility Criteria

To be accepted as a participant in the subsidized program a client business must meet the following criteria

- NSW-based business
- Have operated the business for at least two years
- The business is profitable and viable
- Sales turnover of between \$200,000 and \$10 million per annum or has potential to achieve the minimum requirement of \$200,000 within a reasonable period
- Employs at least one staff member in addition to the owner, has potential to employ or uses services equivalent to one staff member
- Able to identify a business goal or hurdle suitable to be addressed through the program

- Is prepared to respond to I & I NSW monitoring and evaluation surveys each year for up to two years

Dates and time

- Held over twelve weeks commencing February 23, 2011 and concluding May 25, 2011, SBMP will run in the Ryde/Macquarie Park area with plenty of free parking, easy access to the M2 Motorway and proximity to Trains and Buses.

What does it Cost?

- Program fee is ~~\$1500~~ plus GST. Qualifying small businesses pay only **\$500 plus GST** saving \$1000 plus GST after Government subsidy

Who is Behind SBMP?

- Subsidised by Industry & Investment NSW www.smallbiz.nsw.gov.au
- Brought to you by Ryde Business Forum www.rydebusiness.com.au
- Developed and facilitated by Greg Jenkins of TinCAN Learning Company www.tincanlearning.com
- Supported by Macquarie Park Rotary <http://www.macquarieparkrotary.org.au/>

For more information contact the facilitator Greg Jenkins | p: 9874 0418 | m: 0418 486 501
greg@tincanlearning.com | www.tincanlearning.com

Would you like to be a Mentor?

If you have a minimum of five years recent experience as a business owner or manager and would like to be considered as a mentor, then we would like to hear from you. Mentors need to have strong communication skills and be prepared to sign agreements that preclude conflicts of interest and breaches of confidentiality. Mentoring is a rewarding experience as the mentor can pass on their knowledge and skill to help other business owners to create new sales, jobs and profits.

Prospective mentors should register their interest with course facilitator Greg Jenkins on 9874 0418 or 0418 486 501 | greg@tincanlearning.com | www.tincanlearning.com

Intended Outcomes

Outcomes (eg increased in business skills, better business networks, increase in business confidence, increased turnover of businesses participating)	Method of measuring success (include specific targets or key performance indicators where possible which are quantified)
Develop a viable high level plan	Develop a high level plan by week 2 <ul style="list-style-type: none"> • Discuss with mentor • Share draft plan with the group by week 2
Develop and implement a Customer strategic plan	Develop a one page sales and marketing plan by week 4 <ul style="list-style-type: none"> • Discuss with Mentor • Share with group by week 4 • Demonstrate increased marketing activity by week 4 • Demonstrate increased sales by week 10
Develop and implement an internal business processes strategic plan	Develop a one page internal business processes plan by week 6 <ul style="list-style-type: none"> • Discuss with Mentor • Share with group by week 6 • Demonstrate improved business processes that improve bottom line by week 6
Develop and implement a people and development and networking strategic plan	Develop a one page people and development plan by week 8 <ul style="list-style-type: none"> • Discuss with Mentor • Share with group by week 8 • Demonstrate improved people and development processes including internal and external relations by week 8 • Demonstrate increased connections with other businesses including attendance at RBF networking functions by week 8
Develop and implement a Financial strategic plan	Develop a one page financial plan by week 10 <ul style="list-style-type: none"> • Discuss with Mentor • Share with group by week 10 • Demonstrate improved financial management by week 10
Demonstrate improved business management skills Increased confidence and leadership capability	Measure based on individual business

Event/Workshop Topic (eg Information Event for Mentors and Mentorees, Meet your Mentor Event, Specific Workshops, Graduation)	Date
Kick off workshop	Feb 9
High Level Plan	Feb 16
Group Coaching and guest presenter	Feb 23
Customer Strategic Plan	Mar 9
Group Coaching and guest presenter	Mar 16
Internal Processes Strategic Plan	Mar 30
Group Coaching and guest presenter	Apr 6
People & Leadership Strategic Plan	Apr 27
Group Coaching and guest presenter	May 4
Financial Plan	May 11
Group Coaching and guest presenter	May 18
Graduation	Jun 3
RBF Networking first Monday of the month	Mar7, Apr 4 May 2, Jun 6