

SUMMARY OF COURSES IN DORSET CHAMBER PEER NETWORK PROGRAMME PROPOSAL

SESSION 1: Leading for the future, the same as leading in the past?

This focuses on the central fact that leadership is as it always has been, about people; but the context has changed. It will include:

- ✓ Leading from a position of care
- ✓ Forensic Leadership - the traces we leave behind
- ✓ How to lead from a distance
- ✓ Impact on business of good leadership

SESSION 2: Growing a mentally healthy business: secrets to rapid business growth

This session will provide practical strategies to ensure your staff make you more money than they cost you. It will include:

- ✓ Meaningful staff wellbeing
- ✓ How understanding mental health can transform your business
- ✓ Keys to sustaining high staff engagement
- ✓ The one thing your team want most

SESSION 3: Effective financial management

This session will include the fundamental steps businesses need to take to ensure a healthy cashflow and strong financial position including:

- ✓ Managing cashflow – creditors and debtors
- ✓ Strengthening your balance sheet
- ✓ Accounting for business growth
- ✓ Accounting systems to streamline and build your business

SESSION 4: Business resilience and protecting your business from cyber-attacks and fraud

Learn how cybercriminals operate from the underworld to the open web.

- ✓ Learn how a cyberattack takes place
- ✓ The impact and cost of cybercrime on businesses
- ✓ How easy it is to be hacked and how vulnerable companies are
- ✓ How to prepare yourself from future attacks

SESSION 5: Embedding technology for business growth

- ✓ Applications of AI and automation
- ✓ Explore new technologies for business
- ✓ The impact of on business culture
- ✓ Achieving growth through technology

SESSION 6: Developing a killer marketing strategy

- ✓ Defining your goals
- ✓ Knowing your audience(s)
- ✓ Getting your message right
- ✓ What's your USP?
- ✓ Building your networks