

Supercharging Exports

A two day workshop focussed on creating value, saving and profits in your international business.

Many businesses want to, or need to, scale up their business performance but are not sure how to achieve this. Many people seem to have a certain aptitude or flair for growing businesses. In reality, it is about balancing risk and initiative and innovation and enterprise, which requires an understanding of three main disciplines:

- Innovation
- Change management
- Implementation

Whilst each discipline is a necessary skill in itself for the growth and development of any business, the Supercharging Exports workshop combines all three elements in a unique way that engenders an approach and attitude to growing in export markets to balance risk, initiative, innovation and enterprise. Whilst we cannot create the next

Richard Branson, we can enable companies to know how to move forwards and scale up their export business.

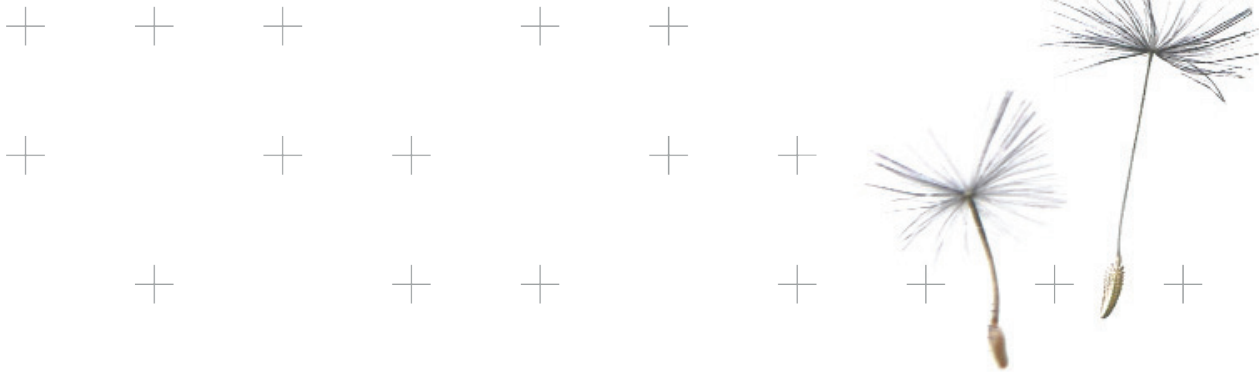
Day 1 - Innovation in export

Even companies which are regarded as innovative (those with technology based products or leading edge business models) regularly do not understand innovation and lack a true innovation culture. The practical application of innovation – resulting in the successful exploitation of new ideas – can help transform a company's performance in any dimension of its business. Scaling up company performance can be achieved by embedding a working knowledge of innovation theory and techniques which can then be applied to any element of a company's international process, examples include:

- Developing new products and services for international markets.
- Improving existing product/service offers.
- Increasing efficiency, productivity and impact of sub-processes (logistics, documentation, managing representatives).
- Thinking more creatively about company strategy.
- Interrogating and redesigning supply chains to minimise costs.

Contrary to popular opinion innovation is not rocket science. Working with The Innovation School Ltd, GJ International delivers a facilitated approach to embedding an innovation culture which has been proven to work in a wide range of organisations (large and small, regardless of sector).





The approach is based on extensive national research and direct international and UK business experience and can be delivered in a surprisingly short time scale. The approach is founded on a unique combination of experience, national and international case studies and is based on research into organisational best practice. This insight and access to the underpinning characteristics of hundreds of exceptional organisations has led to the development of a fresh new approach to innovation learning.

Delegates will be introduced to a working knowledge of innovation theory and techniques which can be applied to any element of a company's international process, from developing new products and services, improving current offerings, maximising supply chains or creating strategy.

The four step process takes delegates through:

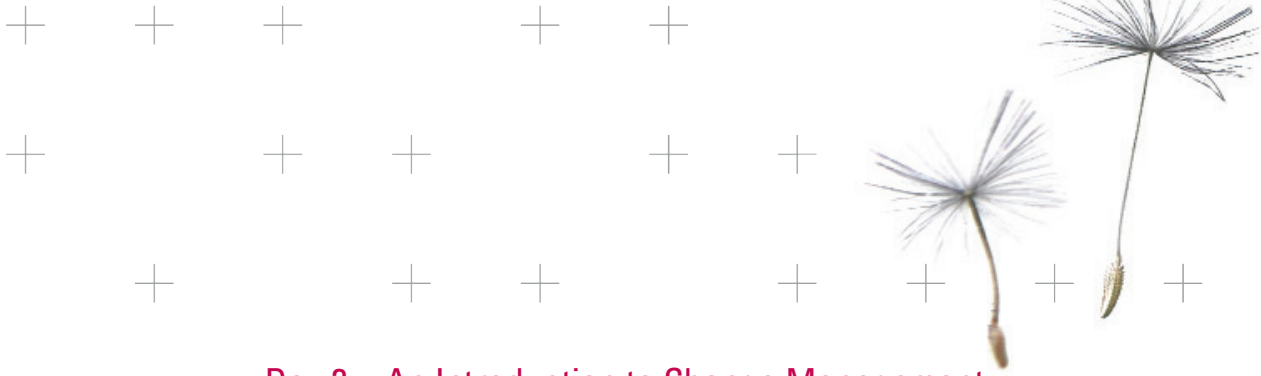
- Idea generation
- Idea selection
- Prototyping and planning
- Reviewing

During the practical innovation sessions, delegates will utilise the models and frameworks to confront issues they face, and be encouraged to table ideas at each stage to create practical, implementable solutions that can be applied within their export business.

Delegates will learn:

- A best practice framework to enable a real understanding of innovation.
- How to use a range of innovation learning and thinking techniques to generate ideas for a new and innovative business opportunity, to select and prioritise innovative and ground breaking ideas to create new, or improve current, opportunities.
- A range of idea generation and selection techniques for personal and professional development.
- How to initially test innovation (including business ideas) to enable refinement of the concept before initiating action.
- A range of learning and thinking techniques to help review the success of innovative business ideas.
- A range of innovation prototyping and planning techniques for personal, professional and export business development.

At the end of day 1, delegates will nominate an issue, task or opportunity that they will work on, utilising the innovation techniques, to create solutions that will require implementation. They will use this "homework" activity during day 2.



Day 2 - An Introduction to Change Management

Day 2 works with the delegates to formalise their strategy, their thinking and their export planning to build the competencies necessary for continued growth.

Many companies undertake business development without appreciating the need for change; managing, implementing and maintaining that change. The introduction to change management will ensure that delegates consider these issues and the application within their business. A simple “change house” model will be introduced and the concept explored, which can be utilised with staff, suppliers, partners (agents, distributors etc) and as a simple philosophy for introduction of new innovations.

In order to successfully implement their innovations, delegates need to:

- Understand the market, customers and competitors: there is no point trying to sell to a marketplace where there is no fit, alignment or want for the product or service (USP) or if there are no Points of Parity.
- Know their internal issues: understanding their capacity and capability and the internal constraints and limitations.
- Appreciate that exporting is a process, proactively addressing all steps to ensure that they remain profitable.
- Understand and have the flexibility/agility to work with other markets and cultures, appreciating the effects on the business overall, and the need for localisation or adaptation on their product/service, their marketing message and methods of conducting business to maximise acceptance.
- Balance the risk versus reward of potential high growth, entrepreneurial approach to business development.
- Integrate their company strategy to maximise the forward momentum of their innovations to ensure a congruent approach to all internal and external elements.

Delegates will use their own business and innovation “homework” as their own individual case study, to develop implementation plans and objectives.

Number of attendees per programme: 20.

Attendees will be company decision makers, or those empowered to make decisions and develop new business and opportunities to move the company forwards in export.

Attendees will probably have some knowledge of exporting, but will be looking to scale up their business in the quickest and most profitable way.

Attendees businesses will be from any sector (service, manufacturing etc), where the business creates the offering, not a business that is a reseller of products, software or communication services.



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