



How to Think About

Growing Your Firm



SOURCES OF BUSINESS GROWTH - A SHARED UNDERSTANDING FOR LEADING

P R O G R A M M E O U T L I N E

## WHY JOIN THIS PROGRAMME?

Starting a business and growing a firm involve different types of strategic thinking. One is about getting the business idea up and running in the short term. The other is about making the firm profitable over the long term.

There are many programmes available with well-known and standard frameworks geared to assist with the necessary organising, staffing, skills, techniques, networks, etc. for supporting start-ups and aligning the firm with external market conditions.

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This workout focuses on the 'next step' by giving participants powerful concepts for thinking about how to best use resources already available within the firm to grow it.

They will explore with academic experts and highly experienced CEOs fundamental ideas about creating opportunities for growth.

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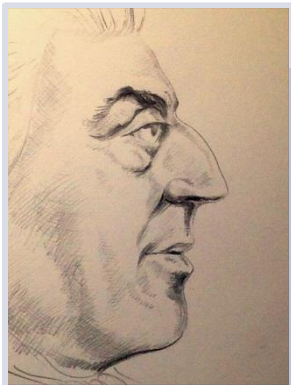
The programme provides a stimulating experience to enable participants to develop a shared understanding of 'How to Think' about growing firms.

This is essential for having effective team collaborations and working towards the same growth path.



The Workout is organised into four three-hour sessions. These can be delivered over two days or separately in sequence:

<p><b>FOUNDATIONS FOR THINKING ABOUT GROWTH</b></p> <hr/> <p>Professor Connell Fanning Director, The Keynes Centre</p>	<p><b>A CASE STUDY</b></p> <hr/> <p>Dr. Gary O'Donnchadha Assistant Secretary, Department of Education &amp; Skills, Ireland</p>	<p><b>CEO PERSPECTIVE</b></p> <hr/> <p>Michael Buckley Senior CEO and Business Adviser</p>	<p><b>CREATING 'SPACE' FOR THINKING TOGETHER</b></p> <hr/> <p>Dr. David Kirwan Managing Director, Bord Gais Energy Ltd</p>
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## WHO WOULD BENEFIT?

- **SMEs and Family-Businesses** wishing to release the growth potential of their firms and people
- **Middle managers and aspiring senior managers** who need their people to learn a set of essential concepts for thinking together about growing their firms
- **Middle managers and aspiring senior managers** who need to take a 'CEOship' view of expanding and sustaining business
- **Organisations** who want to foster team building through shared understanding about how to think about growing firms
- **Advisers** supporting the start-up and growth of firms, such as consultancy, banking and finance
- **Policy-makers** in state agencies, other development organisations and consultancies

## OUTCOMES

The key ideas discussed will equip participants to think more clearly and effectively about:

- Identifying and using the pool of internal resources of profitable opportunities to grow
- Judging when it is necessary to employ entrepreneurial services and management services within the firm
- Improving the quality of individual minds and the relationships between them
- Understanding how unused resources within the firm can be powerful sources for innovation, expansion and creation of competitive advantage

## WHO WILL DELIVER THIS PROGRAMME?



**Dr. Connell Fanning**

Prof. Emeritus of Economics, UCC  
Director, The Keynes Centre



**Michael Buckley**

Chairman, KKR and Business Adviser  
Chair of Advisory Board, The Keynes Centre



**Dr. Gary O'Donnchadha**

Assistant Secretary, Department of  
Education & Skills, Ireland



**Dr. Dave Kirwan**

Managing Director, Bord Gáis Energy Ltd.  
Practitioner Associate, The Keynes Centre

## PROGRAMME DETAILS

Check our website [keynes.ucc.ie](http://keynes.ucc.ie) for dates, venue and fee.

Group numbers are limited to maximise dialogues and learning.

Programme is offered subject to sufficient demand existing to form a group.

We take expressions of interests from individuals all year.

If you would like to offer this Programme in your company, talk to us and we will customise it to suit your needs.

**Please contact us at  
[keynes@ucc.ie](mailto:keynes@ucc.ie)**

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CPD ACCREDITATION**