Development of your business and your ability to manage it over the next two to three years will be critical in shaping your future success.

The Curtin Growth Program is a practical, proven method of increasing your business confidence, taking control of your business and improving your work life balance.

Over the past 19 years Curtin Growth has helped thousands of WA business owners and senior managers to dramatically improve the profitability of their businesses.

Find out more by attending one of our Free information sessions.
See inside page for times and booking information.

Telephone: +61 8 9266 4555
www.curtingrowth.edu.au

Build resilience into your business

Make tomorrow better.
What is the Growth Program?

The Growth Program is a practical and proven business development program that is consistently reviewed by clients as being excellent value for money. It teaches Planning, Finance, Marketing, the difficult People stuff and Systems. It is run at our dedicated facility in Technology Park, Bentley, three times per year.

Mentoring is an important aspect of the program. Each participant is provided with 30 hours of individual mentoring from an experienced business coach. This one-on-one mentoring is available to help participants understand and develop new skills and implement changes.

The Growth program uses the latest in business development skills and is well researched and tested. Imagine what would be possible for your business if you had all the latest skills, information and support – to be the best you can be?

Who is the Growth Program for?

The Curtin Growth Program is designed for owners and senior managers of small and medium sized companies who want to improve their businesses and develop their skills. Each year we welcome a diverse range of business people into our programs. Our clients come from all industries, trades and professions. They range in age from early 20s to 70s. Many have had little formal education, while some have tertiary qualifications. Their businesses may have commenced recently or more than forty years ago. They may employ two people or hundreds.

**There is one thing they have in common, a desire to improve.**

### Strategy

- Business analysis, strategic planning and developing focus, direction and strategic intent, vision, values, culture

### Finance

- Maximising profitability, controlling cash flow, calculating true working capital requirements, breakeven and KPI’s

### Marketing

- Product and market development, identifying and developing profitable customers, effective selling and customer relationship management, digital marketing

### HR & Leadership

- Communications, coaching, delegation, leadership, team development, understanding yourself and recruitment and retention of good staff

### Operations

- Business systems and processes, analysis of existing business systems, modeling good practice, integrated management systems and project management

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**One-on-one Mentoring**
Here is just a snippet of the 1200+ successful businesses who have completed the Growth Owner Program

- TFG Group
- Perth Petroleum Services
- Pinjarra Bakery
- Alltype Engineering
- Albany Retravision
- Rohan Jewellery
- Beaver Tree Services
- Premiar Aviation
- Momentum Engineering
- The Lettuce Shop
- Advantage Air
- Tangelo Creative

What are the benefits of The Growth Program?

- Improved profitability
- Improved cash flow
- Increased efficiency
- Greater control
- Increased sales
- Create and implement change
- Free yourself up
- Learn new skills
Information Session Booking form

Fax to **08 9266 4546**
Email scanned page to **c4einfo@curtin.edu.au**
Call **08 9266 4555**
For more information visit **www.curtingrowth.edu.au**

Name: __________________________

Your position: ______________________

Company: _________________________

Address: ___________________________

__________________________________

Suburb: __________________________ Postcode: __________________________

Email: ___________________________

Phone: ___________________________ Fax: ___________________________

How did you hear about us?

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Centre for Entrepreneurship

**Curtin Business School**
Phone: 08 9266 4555
Fax: 08 9266 4546
Email: c4einfo@curtin.edu.au

www.curtingrowth.edu.au

Ask us about our Manager Program

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Curtin University is a trademark of Curtin University of Technology
The Curtin Growth Program has given me confidence in myself, understanding of our figures which in turn has given me more confidence to, as they say, “take our business to the next level.”

We now have a much better organised advertising campaign and more staff who answer to someone else other than Don and myself. We have become more entrepreneurial. Stepping back from the floor, delegating more often and looking at new opportunities to increase sales within our group A customers.

The Program is a wonderful confidence builder, meeting like-minded people in such a relaxed learning environment, hearing their experiences and the food is an added bonus. Just do it, you will kick yourself later for not doing it sooner.

Fiona Skilbeck
Bunbury City Glass

We have changed our focus from turnover to gross margin. We have learnt a lot about breakeven analysis to help us manage a very seasonal business.

Daniel Stean, WAFEX

I started the Curtin Growth course at a time that my business was reaching the lowest point following the GFC – we have since gone on to be very successful and a significant part of this can be attributed directly to what I got out of the program – both personally and in a business sense.

The course covers all the basics of running a business – it is presented in a common sense way by people who have “lived” their own businesses before. It includes techniques and tools that can be applied straight away.

The value I received from attending the course is very significant. The friendships I made with the other course attendees are invaluable.

Mark Keenan
Momentum Engineering Perth

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Mark Keenan
Momentum Engineering Perth

I came for the finance knowledge and came away with staff management skills and much more.

Craig Green
Crest Hotel Group

Goal setting was something I avoided, but now I get it.

Shirley Cowcher
Information Enterprises Australia Pty Ltd

Since completing the Growth Program, our revenue increased by 30% and net profit by 214%.

David Ryall Photo Hendricks
Curtin Growth Graduate