

# Business Development Training Workshop for South East Region Social Care Providers

## Developing Growth & Opportunity

to take your **Care Service Business** into the future !

Call **01494 817000** now to Express Your Interest in Attending

Guidance on  
CQC Outcome  
Compliance !

Cost is 100% Grant  
Assisted subject to  
Eligibility  
Conditions

### Who Should Attend ?

- Business Owners & Senior Managers of a Care Service.
- Those with responsibility for securing contracts and income for care services.



### About the Training Workshop

#### “Developing Growth & Opportunity” Business Development Training Workshop

Is designed specifically for Registered Care Managers and Owners who are seeking guidance on profitably managing the key changes they are facing in 2010 with **Personalisation, Individual Budgets & the new CQC Registration process.**

This Business Development Workshop looks at the current changes taking place in the social care market place, with the aim of **highlighting critical change issues, profitable opportunities, and tools for progressing care service growth.**

Small Business - Leadership & Management Grant Available

# Business Development Workshop

for South East Region Social Care Providers

*Are you ready to generate new income and new customers ?*

## Workshop Programme

- 09.30am **Welcome & Introductions**  
*- How to benefit from this workshop*
- 09.45am **Understanding Your Marketplace**  
*- Who Will Pay for Your Care Service ?  
- Threats or Opportunities ? – Discuss*
- 11.00am **Coffee/Tea & “Business Bite” offers**
- 11.15am **New Care Services – New Income**  
*- Profiting from Personalisation  
- Commissioning / Personal Budgets*
- 12.00pm **Business Growth Health Check**  
*- Self Assessment & Benchmarking Exercise*
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- 12.30pm **Lunch Break**
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- 01.00pm **Funding & Partnership Opportunities**  
*- Visiting Guest Stakeholder news & offers*
- 01.30pm **Your Business Growth Options**  
*- Short term & Long term opportunities  
- Your Cross Selling Options*
- 02.30pm **Coffee/Tea & “Business Bite” offers**
- 02.45pm **Progressing Business & Service Growth**  
*- Tools & Activity for business development  
- Communicating the Right Message & Image*
- 03.30pm **Quality Management**  
*- CQC Inspection preparation for 2011  
- Your licence to make money*
- 04.30pm **Business Planning & Closing Remarks**

## **KPI** Development Ltd

### About Us

Founded in 1999, **KPI Development** has a team of independent business consultants who have specialist expertise in the social care sector.

**KPI Development** is using a series of Business Development Workshops to support Social Care service providers who are being challenged by the need to change and adapt if they are to survive emerging Government policy & strategy.

### Workshop Cost

The cost of this workshop is normally £500, but this can be 100% reimbursed to those who are eligible for the Skills Funding Agency Small Business Leadership & Management Grant. To be eligible you need to be an Owner or Senior Manager of a Small Business with less than 250 staff and have not claimed the Grant before.

### YOUR WORKSHOP LEADER

Gordon Bentley, Business Consultant for KPI Development. Having a Masters Degree in HRD he is also a member of the BASW with a CQSW qualification. A recognised key note speaker with an innovative thinking style on business & workforce development that will capture your interest and imagination for growing & developing your care service !

## WORKSHOP DATES for SOUTH EAST REGION

**Guildford 10<sup>th</sup> March 2011**

**Lewes 24<sup>th</sup> February 2011**

**Chichester 2<sup>nd</sup> March 2011**

**High Wycombe 16<sup>th</sup> February 2011**

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