



# CRANFIELD SCHOOL OF MANAGEMENT: BUSINESS GROWTH PROGRAMME



## IMPACT FOR SCALEUPS

ON AVERAGE IN LAST 3 YEARS:



JOB CREATION

14% ↑



REVENUE GROWTH

19.1%



INCREASED PROFITS

41%



INCREASED SALES (AV)

21.2%



LEADERSHIP AND OPERATIONAL CAPACITY

Stronger leadership capacity reported



CONNECTIONS

made through peer-to-peer networks and with over 2,300 alumni



ACCESS TO MARKETS

15.9% more businesses are exporting

Cranfield's Business Growth Programme (BGP) is a well-established leadership development programme for ambitious owner-managed businesses with the potential for growth. Since its inception in 1988, more than 2,300 participants have been through the programme.

## DEVELOPING LEADERSHIP CAPACITY

Typical participant businesses have been operating for at least three years, with turnover between £1 and £10m. The nine-month programme is delivered in modules over four weekends. Between modules, participants develop their strategy of change for the business and make immediate improvements and after the final module they present their new strategic plan to a panel of BGP team members and independent advisors. Three months later, participants reconvene to review progress against the plan.

Participants are allocated a business counsellor who is dedicated to working with them and who will visit their business. Counsellors are often entrepreneurs, who have developed, grown and sold their own businesses. During the programme participants also benefit from peer group input, challenge and support.

After the programme, alumni may also join regionally-run BGP Clubs providing a network of support and mentoring. Alumni also support the programme by sharing their personal experience with current participants, providing funding and scholarships, as well as mentoring and support networks.

For the past three years the BGP Barometer has measured programme outcomes. This demonstrates how BGP businesses grow their sales, revenue, profits and job opportunities faster than their peers. BGP businesses are also optimistic about future growth opportunities in imports, exports, jobs, profit and sales. On average BGP companies grow their profits year-on-year by 40%.

## FOR FURTHER INFORMATION

For further information about the programme: <http://www.scaleupinstitute.org.uk/scale-up-programmes/>

*"After 16 years of trading the business has doubled in value over the last 18 months. Growth and profits are all up versus the corresponding period last year. The Cranfield BGP course is and will probably remain the single best investment decision I have ever made."*

**TONY LOWES**  
Managing Director,  
Leveredge Telecom  
Services

*"We were learning from real business challenges and identifying real opportunities for our own business."*

**TRISTRAM MAYHEW**  
Founder and Chief  
Gorilla, Go Ape

*"In the first full year since BGP, our profits went from zero to £1.5m."*

**RICHARD SALVAGE**  
Founder, Shield Medicare

## + CALL TO ACTION

A high-quality programme which demonstrates the value of linking scaleup leaders with peers both in a classroom environment and onsite at the business. Others can learn from the measurement and impact analysis of the programme.