



TIMING

2017-Ongoing

CLIENT

Enterprise Ireland (EI)

Client Learning and Development

LOCATION

Ireland

INDUSTRY

Enterprise Ireland is the government organisation responsible for the development and growth of Irish enterprises in world markets. It works in partnership with Irish enterprises to help them start, grow, innovate and win export sales in global markets.

Project Overview

StrategyCrowd partnered with DCU Business School and won a tender to run the new Go Global4Growth Management Leadership and Development programme for Senior Management teams of SME clients of Enterprise Ireland. Strategy Crowd has had input into the programme design and content and supplies all the Growth Advisers (GA) from its extensive panel to provide mentoring and coaching support to the both the management teams and individual managers.

Go Global4Growth is a management leadership and development programme targeted at ambitious Senior Management Teams (SMT) in SMEs from all sectors, committed to adapting and evolving their business functions to prepare for international growth.

The CEO is a vital participant and is typically accompanied on the Go Global journey by two senior managers from their top team who have both span of control and influence to affect change in-company. A COO or CFO are examples of top team co-participants.

The programme uses a blended learning approach to optimise the exposure to strategic thinking and to embed the learnings in the business as soon as possible.

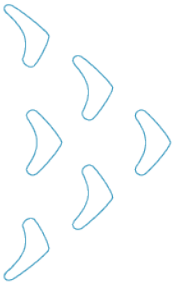
The programme deliverables include:

Improvement in the leadership capability of the SMT's to implement a growth strategy for their company.

A documented Growth Action Plan (GAP) to serve as a roadmap for the future growth of the business.

Each client company is assigned a carefully selected StrategyCrowd Growth Advisor who works with each client company participant on a one-to-one basis as their individual leadership coach and on a team basis working with the SMT in-company. The role of the Growth Advisor is to challenge and support the client company/participants, ensuring that they can easily implement the programme content to the needs of their business.

StrategyCrowd has worked in tandem with DCU Business School and workshop facilitators to design the workshops for Go G4G. StrategyCrowd GAs attend all workshops and work individually with client companies during the workshops across the six pillars of Strategy; Leadership & People; Finance; Innovation; Sales & Marketing and Operations – all in the context of export growth.



StrategyCrowd handpicked and assembled a very experienced and broad panel of Growth Advisors (GA) for the Go Global4Growth programme with relevant advisory and coaching experience matched with unrivalled industry experience in CEO and Senior Management roles.

As part of the preparation for this programme all StrategyCrowd GAs were trained and accredited in the interpretation and use of 360 Multifactor Leadership Questionnaire (MLQ) for the purposes of coaching.

Depending on the number of companies participating on a programme cycle, each StrategyCrowd GA will typically manage a cohort of 4-5 companies with 3-4 senior managers in each company.

Each GA works directly with client companies and individual managers in a business advisory and personal coaching capacity. The delivery of the GA service includes:

Five (half-day) SMT meetings to assist the clients embed the learnings from the GG4G programme and to improve the capability of the SMT to work together and prioritise activities and actions. One of the five meetings takesplace post the Finale Day.

Four (1 hour) 1-2-1 coaching sessions with each individual manager using the 360 Multifactor Leadership Questionnaire to work on their leadership skills and to put a personal development plan in place. This session also covers business advisory as appropriate to strategic, operational and human resource challenges that individual mangers wish to discuss.

Outcome/Results

Since the first iteration of the Go Global4Growth programme in May 2017, StrategyCrowd has provided business growth advice to a total of 95 client companies and over 300 individual senior managers from diverse industry sectors over at total of five programmes. Each client company has developed a strategic growth action plan for their business with a focus on international growth.