

Pricing with Purpose

Programme starts: 27th January 2022

Profitable pricing trumps cost cutting every time, yet in times of profit squeeze we always reach for the cost cutting trigger.

Material and wage inflation, distribution and shipping inflation, fuel inflation are all pushing companies towards the implementation of price increases, but many have never implemented a price increase or when they do it is laden with fear and trepidation.

Pricing is the third business skill. First, create a great product. Second, sell that product effectively. Third, price that product superbly.

This programme takes an organisation from the perceived enforced need to make price increases to the effective implementation of new optimum pricing across its markets.

Dates

27th January 2022 – The third business skill

10th February 2022 – Best practice laid bare

17th February 2022 – Marketing and implementation



BE Business Excellence

"The Cumbria Forum provided exactly the support I needed. The programme format - learning from academics and experts, analysing our own practices, and then discussing with our peers - was very powerful.

We came from all manner of types and sizes of Cumbrian businesses, but when we discussed the programme themes, we found we all faced the same challenges.

I wasn't sure how the group learning element would work online, but it did. Sometimes you are too close to your business to see what's going on, and the peer group format offered support from objective, critical friends with first-hand experience of similar issues."

Stephen Leonard
Partner - Winders Accountants



Register your interest

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lancaster.ac.uk/lums/business-excellence

Business Excellence

Programmes to help Cumbria SMEs to innovate, develop and grow



Lancaster University Management School, through the Cumbria Forum, has developed a range of new programmes starting in 2022:

- Pricing with Purpose
- Lean for 2022
- Ideas into Action

Each online programme will include three half-day workshops, which are purposefully designed to be short, practical and impactful.

All programmes are fully-funded for eligible small and medium-sized businesses, and are intended to tackle issues that often present barriers to business growth.

These workshops are delivered in a safe and trusted peer-learning environment and designed to be highly interactive and create meaningful relationships to support you with moving your business forward.

Programme start dates

Pricing with Purpose: 27th January 2022

Lean for 2022: 8th February 2022

Ideas into Action: 3rd March 2022

Benefits to the business

- Taking the time out of the business to work on the business
- Build a business that focusses on both profit and purpose
- 12 hours of your time delivers high business impact
- Take your business to the next level
- Innovate, develop and grow

Cost

This programme is fully-funded and available to European Regional Development Fund (ERDF) eligible SME businesses. Visit our website for eligibility details.

Eligible businesses are only able to attend one of these planned programmes.



Lean for 2022

Programme starts: 8th February 2022

This programme enables you to look at your company through the eyes of a business improvement expert and see how you can improve your organisation and plan for a sustainable future.

- Understand value and identify waste within your business
- Plan your business for today and tomorrow and make it adaptable and futureproof
- Explore your business and have insight into proven Lean Leadership tools and techniques
- Develop a business that is sustainable, renewable and profitable

Dates

8th February 2022

Transform to being Lean and Clean

22nd February 2022

How to really understand your business

8th March 2022

Lean Leadership



Ideas into Action



Programme starts 3rd March 2022

This programme will allow you to take the time to work 'on' your business rather than 'in' your business. It will lead you through a step-by-step process to analyse and test idea potential and then look at significant 'power moves' to progress innovation to give you the clarity, focus and breakthrough you need to take action to innovate, develop and grow your business.

- Explore and prioritise a range of ideas to take your business to the next level of sustainable, profitable growth
- Apply assumption-testing and decision-making techniques to identify potential routes to commercialise your ideas using input from your peer-learning group
- Start to shape the core of the business plan and roadmap to get your idea off the ground

Dates

3rd March 2022 – Idea Development

15th March 2022 – Minimise risk, move faster, spend less

30th March 2022 – Make your ideas happen