In today’s competitive world, export led growth is essential for scaling of small and medium size businesses (SMEs).

Planning and executing international growth is increasingly difficult for SMEs given current global uncertainty including events such as Brexit. It is vital that SMEs continue to expand their UK and Irish growth strategies and at the same time look to other opportunities within the European Union and beyond. Trinity Business School has partnered with Bank of Ireland and the British Irish Chamber of Commerce to deliver the Trinity International Growth Programme (TIGP) which is focused on empowering SMEs to grow their international footprint.

The programme, sponsored by Bank of Ireland, provides SME owners and leaders the opportunity to “step outside their business in order to work on their business” through six days of intensive engagement delivered in March, April and May 2018. During the programme, participants focus on the internal processes needed for growth, analyse the impact of external factors and influences and look at strategy and leadership for a holistic approach to SME scaling and growth.

This sort of mentoring and coaching is vital, both to encourage companies to export in the first place and then also give them the confidence that they can succeed in exporting.”

Dominick Chilcott, British Ambassador to Ireland (2012–2016)

**Taught Modules**
- Business Analysis and strategic planning
- Organisational Design for Export and Scaling
- In-Market Competitor and customer Analysis
- Scaling and Export Business Modelling
- Practical Export and Scaling Project for your Business

**Application Criteria**
Applicants should:
- Be an SME businesses with between 10–150 employees
- Have a turnover of between €500,000 and €25m
- Be developing new products and/or planning new market entry
- Be looking to scale and grow your business
Who should do this course:
The course is aimed at owners and leaders in SME businesses across ROI, NI and GB that want to expand their businesses across borders. The programme is also open to businesses from across Europe.

SME leaders looking to scale their business through export led growth will benefit from the intensive and action focused approach of the programme.

What does the course cover:
Participants will attend intensive classes, case study sessions, seminars, guest talks and workshops focused on export led growth models, structures and strategies. A key attribute of the programme is the mentored project where participants will be able to translate their learning from the programme into a value added commercial outcome for their business.

Each SME leader on the programme will be assigned their own business performance coach who will work with them in the design of their action plan for business and export growth.

Faculty:
The Trinity international Growth Programme is led by Professor John Quilliam who specialises in organizational design. John is joined by leading members of the Trinity Business School faculty and visiting SME growth experts from Ireland and abroad.

Benefits:
Many participants particularly highlighted the presence of an experienced mentor, who visited them on site, and guided them through the development of a business expansion plan as part of their project work. Mentors are provided through Trinity Business School and from the British Irish Chamber of Commerce.

The structure of the course and the business relationships that developed allowed the participants to learn from each other as well as from the course. Participants develop a strong network as members of the TIGP circle – the network of SME leaders who have completed the programme.

What participants say:
"It’s about practical approaches for expansion into the UK and beyond. The course was brilliant in how it focused on those practical skills to make things happen."
Frances Mitchell, Dolmen Product Design

"It gives you time away from the office to think clearly about what you want to do."
Philip Martin, Cora Systems

"Any SME who has designs to grow their business beyond their home market, or indeed if they are already doing this but wish to continue scaling their business internationally, would be great candidates for the course."
Michael Flynn, Director of Executive Education Trinity Business School

Fees
Course fees are €2,000

Apply
Applications are currently open for the 2019 course, which will run over March 21, 22, 23, April 25, 26 and May 24.

Email: tigp@tcd.ie
www.tcd.ie/business/executive-education/