



Pivotal Postings

LinkedIn Gem

Accelerating Business Growth

An innovative £200 million programme to help up to 26,000 of England's brightest businesses achieve their ambition and potential, as well as creating 55,000 high value jobs has been launched by the Department for Business Innovation and Skills (BIS). *GrowthAccelerator* is being delivered by a consortium of private sector partners including Winning Pitch who is the lead delivery partner for the North of England.

The GrowthAccelerator service is available for companies with genuine potential for rapid and sustainable growth. This new service is helping business leaders to achieve their ambitions, specifically those entrepreneurs who are passionate about

growing their business and have the intent to double their business in three years.

GrowthAccelerator will match businesses with proven business experts to define a tailored growth plan that will realise controlled and accelerated growth. This new service will open doors to external funding, seize new business opportunities, boost innovation and leadership and connect companies to a community of organisations and fast growing businesses that will add value.

Coaching support will typically run for a period of several months to enable businesses to implement significant changes leading to sustained growth. Companies will be able



Photograph by Graur Codrin

to attend a range of masterclasses, workshops, networking and mentoring opportunities and get access to peer-to-peer advice. *GrowthAccelerator* businesses will also benefit from privileged access to a Leadership & Management fund to support ongoing skills development.

For further information please call PEM as *GrowthAccelerator* coaches or scan the QR code:



New PEM Network Partners:

- The PEM team are approved Growth Coaches for the *GrowthAccelerator* service
- New member of IoEE - Institute of Enterprise & Entrepreneurs

STOP PRESS

- Leadership & Management Training Fund accessible to SMEs who sign-up to *GrowthAccelerator* - up to £4,000 for managers/supervisors with 50% match funding
- HMRC's Business & Education Support Team seek out PEM follow us on Twitter to find out more: @PEMLtd

PEM celebrated its 7th Anniversary on October 5th. Thank you to everyone over the years for all your support. Here's to the next milestone!

Win a £10,000 Prize, Free Ads and Meaden as Your Mentor



Pictured: Deborah Meaden, National Ambassador for LoCAL Business Accelerators (LBA)

Over 500 newspapers have launched the Local Business Accelerators campaign, led by Deborah Meaden. Businesses aged between one and five years old can enter LBA for the chance to win a free ad campaign in their local paper and mentoring support from local business leaders. The overall LBA winner will receive a year's mentoring from

Deborah Meaden, an ad campaign devised by a top London ad agency, and a £10k cash prize from the Business Growth Fund.

LBA's ambassador Deborah Meaden said: "With last year's LBA having demonstrated the unique power of local and regional press to provide a meaningful boost to promising young businesses, I am delighted to be supporting the initiative once again."

Last year's overall LBA winner, Ilkley Brewery, saw its orders in Leeds double as a result of the free LBA ad campaign in its local paper. The business has expanded and two new employees

have started since taking part in the initiative.

Recent research found that owners were most likely to use local newspapers to advertise their businesses (22%), followed by internet advertising (15%) and directories (14%). Local newspapers were cited as the most effective of all forms of advertising (49%), followed by outdoor/POS (48%), and internet (45%).

Businesses established for 1 to 5 years can enter the competition in their local newspaper via the LBA hub – www.accelerateme.co.uk Closing date of **16/11/2012** Scan here:



One of PEM's clients had been trying to get a meeting set up with a prospect for nearly a year but when a last minute meeting was agreed, our client needed to find out very quickly about mutual contacts, projects, experience and interests so we recommended using LinkedIn. Our client was amazed at how well prepared he was for his meeting within a very short space of time.

We are pleased to report that the meeting went very well and there is potential for our client to now be involved in several multi-million pound projects.

Assuming you get things off on the right foot, we believe people always appreciate you more, when you have done your homework! Visit: linkedin.com

Events



Pictured: PEM's insurers Alexa Insurance team at EVA2012 event. Full article: <http://goo.gl/ZvzkY>



Clients frequently ask about what networking is going to work for them. This website is a good starting point for some serious speed networking: findnetworkingevents.com and then there are other events to tempt people like:

Chartered Institute of Marketing (CIM) Panel of speakers:
Intellectual property and branding
13th Nov 2012
6pm
Warrington

CIM Presentation:
Better people management means increased profits
15th Nov 2012
6pm
Burnley
Visit: cim.co.uk/events

More events listed overleaf:



Mentoring best treatment for torn Achilles

The PEM team are Mentors registered under the Mentorsme web portal and earlier this year received a call from business owner Tom Raftery who was having a pivotal moment. Tom had torn an Achilles tendon, after playing squash and he was going to be in plaster for weeks. He seized the opportunity to start thinking about a bigger picture for the company he had been running since 2008 with business partner Mike Wood.

Building regulation and fire consultants, Active Building Control (ABC) had let their success get the better of them. Both directors were completely immersed in day-to-day operations with no vision. Then Tom found the Mentorsme web portal

and decided to pick up the phone and call PEM for some mentoring.

Tom and Mike's recommendation on LinkedIn sums up their experience with one of PEM's Mentors. Chris Greenhalgh: "Chris quickly understood our business and was able to make suggestions that will no doubt help us to make good progress with our business development and marketing.

We enjoyed the process of working through our business plan and actions for the next 3 years and in addition Chris provided good advice on issues we were wrestling with understanding - as a relatively new business.

We would recommend him to any organisation to help them clarify their



Pictured: Tom Raftery, Director, Active Building Control

business plan and how to implement the necessary action plans. We will definitely use him again for advice on recruitment and mentoring."

Chris concluded "This is just one business that PEM mentor and I always feel it is a privilege to be involved in shaping someone's business and share their success."

To read about PEM's progress with [Mentorsme](#) scan here:



Top Tips on finding the right coach:

1. Does the coach have the personality to work with the whole team and get the best out of them?
2. Will the coach challenge some of your ideas and not just agree with everything you say?
3. Do you think they can bring new ideas to the business from cross sector experience?
4. Can they deliver within your timescales?
5. Do they have a good network of contacts across different sectors who may be potential clients?
6. Could you work with them in the longer term through Leadership & Management training?

Foot down on GrowthAccelerator



Photograph by James Russell Photography

PEM set up a meeting between Vikki Stankus, Growth Manager for GrowthAccelerator and the Smarter Business Team at Groundwork Cheshire.

Vicky Greenhalgh, Director at PEM has been working with Groundwork Cheshire for nearly 3 years to assist with marketing a government funded Resource Efficiency review for companies to make cost savings and

reduce their carbon footprint. PEM also works as a Growth Coach with GrowthAccelerator clients, so it was a natural step for PEM to introduce the two and explore how GrowthAccelerator might help SMEs who have used Groundwork Cheshire's services.

PEM has already implemented marketing support that has attracted over 300 companies and £3,654,721 of potential savings have been identified amongst these SMEs. Some of these will be ambitious about growing their businesses. As well as GrowthAccelerator providing additional value to what Groundwork Cheshire can offer its clients, companies signing-up to GrowthAccelerator,

who have ambitions to grow by at least 20% year on year for the next 3 years, may in turn benefit from services provided by the Smarter Business team.

Ian Melton, Programme Manager at Groundwork Cheshire said "This is a win-win situation for all our clients who are committed to growth."

The future success of GrowthAccelerator will be driven by referrals from intermediaries like Groundwork Cheshire as well as contracts from Growth Coaches.

This article has been abridged from the full news article on PEM's website.

Please scan the QR code to read the full article.



Links Review

- www.getmentoring.org
- www.growthaccelerator.com
- www.ioee.co.uk
- www.linkedin.com/home
- www.mentorsme.co.uk
- www.newspapersoc.org.uk/accelerate-me
- www.smarterbusiness.org.uk

Please let us know if you would like to link to our website and vice

More Events



Best practice visit and networking

Macclesfield & Wilmslow Business Awards
15th Nov 2012
De Vere Mottram Hall
Visit: mandwawards.co.uk

The Morgan Foundation Entrepreneur Awards
15th Nov 2012
Carden Park
Visit: mf-awards.co.uk

Groundwork Cheshire Training:
First Aid at Work
21st, 22nd & 23rd Nov 2012
9.30am to 5.00pm
Northwich
Visit: smarterbusiness.org.uk

Marketing Cheshire Annual Awards
23rd Nov 2012
Chester
Visit: whycheshire.com

Institution of Mechanical Engineers: **Manufacturing Excellence Awards**
27th Nov 2012
Visit: events.imeche.org

If you have an event coming up, that you would like us to consider listing in our Spring newsletter, please let us know by **2nd January 2013**.