



QUEEN'S
UNIVERSITY
BELFAST

WILLIAM J. CLINTON
LEADERSHIP
INSTITUTE

SCALING UP FOR GROWTH



SHAPING
A BETTER
WORLD
SINCE 1845



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PROGRAMME DATES

Spring
Autumn



PROGRAMME FORMAT

Blended



LOCATION

Belfast



LANGUAGE

English



PRICE

£1000
Payment options are available



WHO SHOULD ATTEND

Business owners, founders, entrepreneurs and senior managers in small to medium enterprises. The business to employ 10+ staff with an annual turnover of £1million.

OVERVIEW



Scaling Up For Growth takes you on a business growth journey to help you understand how to take brave decisions and move away from incremental business growth to begin scaling your business. We shall review the four fundamental elements in a business; purpose, product, process and its people, exploring how each component affects business success and sustainability. Discover how and where as a leader you can influence a significant step change.

This immersive two day course will empower you to optimise the resources in your organisation to generate a scale up plan, evaluate options and prime your personal decision making for outsize outcomes. You will walk away equipped to exploit your business' opportunities, achieve scale and boost your personal competitive edge.



Our exceptional campus platform will give you access to videoconferences, forums, readings, slides, technical notes, multimedia documents, and case studies required for the programme.



Discover how to drive an attitude for ambition in your company and prioritise business growth.. Improve your performance and boost your career advancement your with market-driven business skills.



Network with like-minded professionals and learn from your peers as well as industry experts and faculty.

Walk Away With the Skills To

- Evaluate the opportunities for compound growth in your business
- Construct a plan to move your business performance incrementally with definitive outcomes
- Build your confidence as a driver for change
- Optimise your peer network and build strong partnerships
- Implement a significant step change in your business



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WHO IS THIS PROGRAMME FOR

The programme is essential for business owners, founders, and senior managers with key decision making responsibilities who wish to drive tangible growth in the business.

Having successfully grown the business to employ at least ten employees, with an annual turnover of £1 million, you are ready to scale for growth.

Developed by our international business growth expert, Joe Haslam, this course will radically change your outlook and practical approach to scaling your business. Hear from guest speakers who have successfully taken the steps to scale their businesses, their experiences, tips and advice.

This programme is essential for sme business leaders who are motivated to boosting their business performance and wish to gain the knowledge, expertise and confidence to successfully lead the company on this growth journey.

PROGRAMME STRUCTURE AND CONTENT

DAY 1

WHY & WHAT

MORNING: PURPOSE

Why SMEs need
to scale?

AFTERNOON: PRODUCT

What is necessary to
create a sustainable
business?

DAY 2

HOW & WHO

MORNING: PROCESS

How to get bigger
without falling over?

AFTERNOON: PEOPLE

Who do you need to go
on this journey?

ON CAMPUS

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PROGRAMME FACULTY



JOE HASLAM

Scaling Up For Growth is led by our exceptional executive education instructor, Professor Joe Haslam. Professor Haslam is the Executive Director of the Owners Scaleup Program at IE Business School in Madrid, Spain. IE is ranked 2nd in the entrepreneurship in Europe by Bloomberg BusinessWeek 2022–23 and No. 4 Worldwide for Entrepreneurship Teaching in the Financial Times MBA 2022 Ranking.

As well as currently teaching Scaleup Courses on the IMBA, MIM, EMBA and GOMBA programs at IE Business School, Prof Haslam has delivered sessions for the Executive MBA at Cork University Business School, the MBA Exchange Program at NYU Stern School of Business, the Global Scaleup Program, a joint course offered by IE with the American University of Beirut and the IE Brown EMBA, a joint MBA that IE runs with Brown University in Providence, Rhode Island.

Joe was on the founding Team of Marrakech, a Dublin based e-procurement company that raised over \$75m in Venture Capital and scaled to over 250 people. He was the co-founder and Chairman of Hot Hotels, the first company from Spain to be accelerated by the Techstars program in the USA (Boston, Summer 2015). Joe has a B. Comm and an M.Sc. from University College Cork. In addition, he has an MBA from IE Business School. He was born in Ireland but has lived in Madrid for the past 19 years.

EXCEPTIONAL EXECUTIVE EDUCATION EXPERIENCE

The William J. Clinton Leadership Institute delivers executive education programmes with the aim of creating real impact for leaders, managers and their organisations. Our mission, as part of Queen's Business School is to educate and empower leaders for the benefit of business and society. Our executive programmes synergise the rich Queen's University academic heritage with cutting edge leadership thinking and techniques from experts at William J. Clinton Leadership Institute and Queens Business School. Real world industry insights and exciting new developments from our university research centres contribute to building leadership expertise, transforming individual and organisational performance and boosting competitive edge.

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CONTACT US

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Throughout this programme you will have the opportunity to network and learn from like-minded individuals from a diverse range of organisations and our internationally experienced faculty. I look forward to welcoming you to this programme in the near future.

Ulf Bosch
 Academic Director



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