



HELP TO GROW NATIONAL MANAGEMENT ALUMNI CONFERENCE

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Opening remarks BYRON DIXON OBE

Founder and CEO, Micro-Fresh Chair, Small Business Charter





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08:30 Breakfast and registration

- 09:30 Opening remarks from Byron Dixon OBE
- 09:40 Welcome address from Flora Hamilton
- 09:45 Planet Organic: turbulence and triumph
- **10:15** Panel: Navigating uncertainty
- **10:55** Mid-morning break
- **11:20** Fireside chat with Andrew Bloch: PR stunts & guerilla marketing

AGENDA

- **11:50** DASH Water: transforming your mission into a revolution
- 12:20 Lunch
- 13:20 Breakout 1: Marketing/ Pricing/ Resilience
- 14:30 Ministerial address: Gareth Thomas MP, Minister for Services, Small Business and Exports
- 14:45 Breakout 2: Strategy/ Sales/ Employee engagement
- 15:45 Breakout 3: Imposter syndrome/ AI/ Fundraising
- **16:40** Conference ends
- 17:00 Doors close





Welcome address FLORA HAMILTON

CEO, Chartered Association of Business Schools



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Our Mission



Supporting and championing business schools for the benefit of business and society



Accrediting business schools who excel in supporting:

Small businesses Student entrepreneurship Local economies





Our mission

Empowering small business success and economic growth through our network of business schools

Expert - providing real-world expertise, management and leadership development, and skills training that empowers SMEs to become better, more productive and growing businesses.

Connected - within easy reach of small businesses in every region and nation of the UK and connected into local and national government and key business networks.

Trusted- SBC-accredited business schools are some of the top research institutions in the world who apply knowledge to SME businesses that is underpinned by academic research and insight.



Celebrating 10 Years of Supporting Small Businesses

- 68 accredited schools in every region and nation across the UK and one business school in Republic of Ireland.
- Our patron is Lord Karan Bilimoria, founder of Cobra Beer
- Three economic growth programmes for Government Business Basics Small Business Leadership Programme Help to Grow: Management & Help to Grow Essentials

Take part in the Small Business Charter's SME alumni research

We're surveying_SME businesses about their engagement with our member business schools.

SCAN TO TAKE PART TODAY





10 YEARS of empowering small business success



Planet Organic: turbulence and triumph RENÉE ELLIOTT

Founder, Planet Organic



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On Another Planet

Renée Elliott

Founder | Business Mentor | Personal Coach

108 Westbourne Grove



One precious life

If everyone jumped off a bridge...

This is not a dress rehearsal.

Follow your dream

Mission: To promote health in the community and support the earth's biodiversity.

'You can do what anyone else can.'

Ed Jurgelon (Dad)

I think I can

1. Talent is great, but determination always wins.

2. The only limiting factor is your thoughts.

Work hard; do good

Values-led, commercially-driven business.

The Sacred Triangle of Relationships.

Competition & Comparison

'Comparison is the sure road to hell.'

Julia Davies

Be Your Self.

Take care; keep the balance

Care of self, first.

Trust your gut. Trust yourself.

The 2023 Rescue

To endeavor to provide a brighter future for us, the company, our team, our suppliers, our communities, the earth and ... the worms.

Wellbeing Plan – across Six Spheres

physical, occupational, psychological, economic, social and spiritual

Tools for the following:

- managing your anxiety or stress
- changing negative thoughts including imposter syndrome
- understanding the Reticular Activating System and neural pathways
- maintaining self-belief
- the importance of agreements
- taking care of your moving, nourishing, resting
- tools to restore yourself when you're in a contracted state, amygdala
- keeping your motivation

ALTR

- A = Awareness
- L = Learning
- T = Trust
- R = Reset

What about you?

'Tell me, what is it you plan to do with your one wild and precious life?'

Mary Oliver

'You are braver than you believe, stronger than you seem and smarter than you think.'

Christopher Robin to Pooh

Mentoring & Coaching

Business Mentor:

BOSS, Business Owners Support & Strategy

Business/strategic planning with self-awareness/self-belief processes, tools and tricks woven through.

Personal Coach:

BeYourSelf

A year of transformational development in a framework of wellbeing for students, entrepreneurs, couples, and leadership teams.



Get in touch

renee@planetorganic.com







PANEL: NAVIGATING UNCERTAINTY

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LIZ BARCLAY

UK Small Business Commissioner

RICHARD BEARMAN

Co-Chief Banking Officer, British Business Bank

NAOMI WEIR

Technology and Innovation Director, Confederation of British Industry

ALEX TILL

Chairman, National Enterprise Network







PANEL: NAVIGATING UNCERTAINTY

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MID-MORNING BREAK

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Fireside chat with Andrew Bloch: PR stunts & guerilla marketing ANDREW BLOCH

Founder, Andrew Bloch & Associates







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Fireside chat with Andrew Bloch: PR stunts and guerilla marketing

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Dash Water: transforming your mission into a revolution

ALEX WRIGHT

CEO & Co-Founder, Dash Water





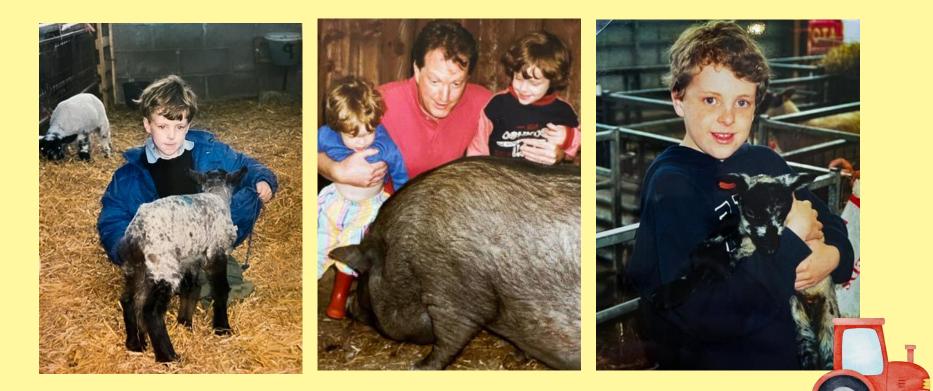
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OUR FARMING BACKGROUND



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TESTING THE WATER



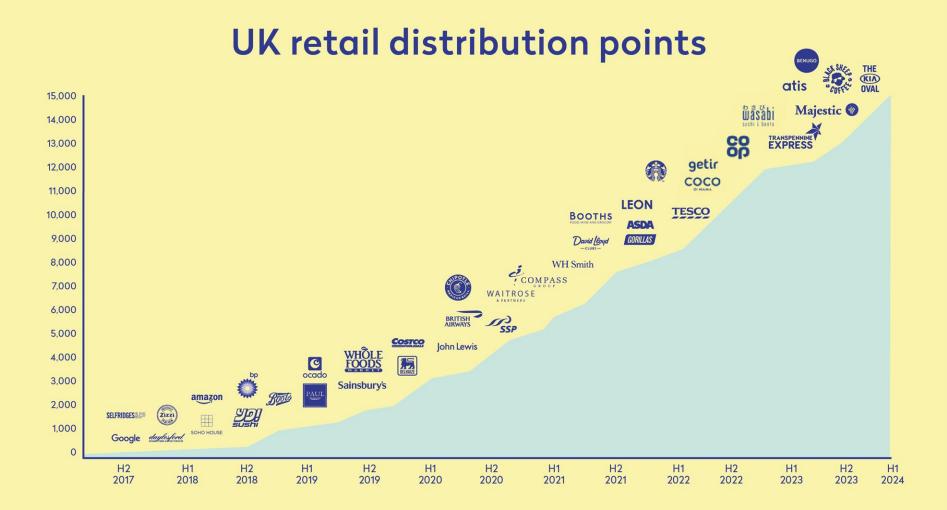
FINDING ADVISORS WHO KNEW WHAT THEY WERE DOING





MANY MONTHS AND PAINFUL FAILURES LATER





Global Distribution

DA-SH

DA-SH

DA-SH

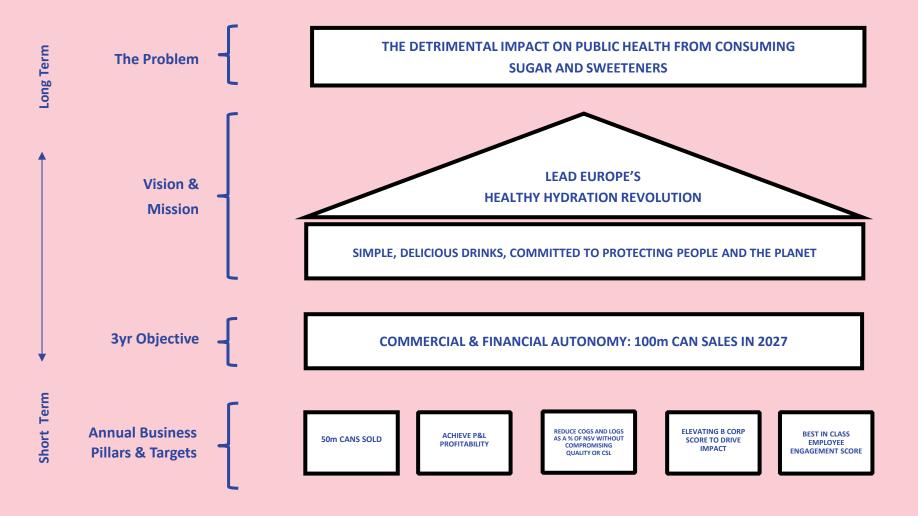
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Globally, DASH is now available in 15 markets. Some of our key partners include...

DA-SH DA-SH

> DA-SH







www.dash-water.com – @dashdrinks – hello@dash-water.com – #believeinwonky Jack 07720 883282 – Alex 07745 385623 36 Soho Square, London, W1D 3QY. UK





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MARKETING MATTERS ROOM 1

- IDENTIFY YOUR AUDIENCE
- SEGMENTATION METHODS
- CREATE A VALUE PROPOSITION

THE ART AND SCIENCE OF PRICING ROOM 3

- PSYCHOLOGY OF PRICING
- PRICING STRATEGIES
- COMMON PRICING MISTAKES

RESILIENCE THROUGH CRISIS ROOM 2

- WELL-BEING CHALLENGES AND SOLUTIONS
- BUILD A RESILIENCE CULTURE

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