



Capworth

ENTERPRISE



**New Dawn -
Entrepreneurship Course
For Over 50s**

www.capworthtraining.com

About the Programme

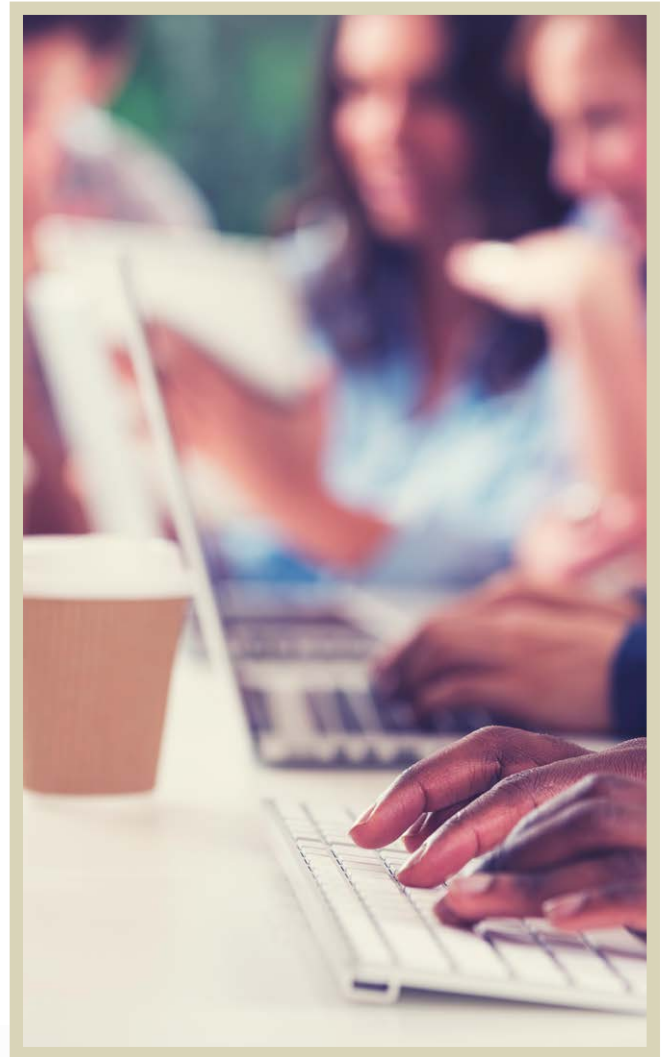
According to the Office for National Statistics (ONS), one in five people over 50 is self employed with the number of “silver entrepreneurs” expected to reach two million by 2020. This programme prepares over 50s who still have a long useful life ahead of them even when they retire from employment. The Programme is focused on equipping this group with skills to enhance corporate growth, leadership expertise and financial success. The programme over 50s to a more global perspective, better ways to seize opportunities, and greater insight into funding options.

Course details

Duration	5 Weeks		
Location	Date	Costs	
London	Feb 5th - Mar 9th	£	1,750
	May 7th - Jun 8th		
	Jul 2nd - Aug 3rd		
	Nov 5th - Dec 7th		
Abuja		N	275,000
Lagos			275,000
Ghana		\$	1,375
Dubai			2,350

Who Should Attend?

The Entrepreneurship skills Development Programme for over 50s who wish to develop their business skills and gain a global perspective on starting, growing and investing in a business as a second career choice.



Course Objectives

At the end of the course, you will understand

- How to build strategic consensus and take decisive action
- How to adapt your leadership approach in innovative ways to address challenges
- How to evaluate strategic options based on a firmer understanding of business fundamentals
- How to assess competition and position your company for market success
- The essentials of creating and developing a successful business plan that can be used for strategic management internally as well as positioning for financing externally.
- How to access various types of financing, from venture capital to traditional financing sources
- The developmental process and implementing change and innovation

Course Modules

- The Entrepreneurial Journey – Identifying Opportunities
- Developing a compelling Business Plan
- Leading and Managing a Business: Changing mind-set
- Developing Strategy and Policy to Succeed
- Essentials of Business Ownership – Legal and regulatory framework
- Financial literacy
- Communication
- Organisational Development and Change
- Marketing Management
- Customer Retention and Loyalty – including social media
- Driving Innovation and growing your business
- Finding Financing and positioning your Business to attract funding
- Buying and Selling a Business
- Strategic Management in Operations
- Business Governance and Succession Planning
- Social Enterprise – A viable alternative



London Office

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