



catalyst

FRESH SPARK FOR YOU
AND YOUR BUSINESS

ic University of the
Highlands and Islands
Inverness College



FRESH SPARK FOR YOU AND YOUR BUSINESS!

*“If you want to be
happy, set a goal
that commands your
thoughts, liberates
your energy, and
inspires your hopes”*

Andrew Carnegie

Do you want to grow your business?

Pushed for time?

Want to be inspired?

Catalyst offers training tailored for small businesses and sole traders throughout the Highlands & Islands.

Developed for small rural business owners by small rural business owners, **Catalyst** targets your needs and:

- Develops your entrepreneurial skills
- Improves your leadership practices and the productivity of your business
- Applies proven methods to analyse, develop and trial ideas to grow your business
- Dedicates the time you have to development – delivered to suit you, either face-to-face or join us virtually
- Shares ideas for growth – proven to work by local entrepreneurs
- Presents focussed content in an engaging format.



CATALYST – TIME TO FOCUS ON YOU AND YOUR BUSINESS

Catalyst provides innovative support and tailored training to small businesses and sole traders throughout the Highlands & Islands.

Developed with your needs in mind, **Catalyst** offers a choice of delivery format, and ensures broad input from many local small business innovators.

Hear from entrepreneurs who have faced and overcome the same challenges your business faces.

Through shared experience across all sectors, including social enterprises, you have the opportunity to unlock the growth potential of your enterprise.

- Small business training developed specifically for small rural business owners in the Highlands & Islands.
- Delivered with local entrepreneurial role models who know the day-to-day reality you face in managing a small business from a rural location.

TRAINING AND SKILLS DEVELOPMENT

You and your business

Innovation-led thinking

Opportunities



WHAT CATALYST OFFERS

IT WILL FOCUS ON THESE KEY ASPECTS ...

**Business
models**

**Building
networks**

**Effective
leadership &
action planning**

- Improve leadership practices and productivity, by enhancing your entrepreneurial ambition and skills
- Accelerated learning for the decision-maker in your business
- A highly effective tailored programme, which strengthens your business network across like-minded local businesses.

The programme will run over 6 x 3 hour sessions, between April and June 2016, either through face-to-face workshops in Inverness, or by virtual delivery at scheduled times.

There will be no cost to participants awarded places on the Catalyst 2016 pilot programme.

UNLOCK THE GROWTH POTENTIAL OF YOUR ENTERPRISE/





DEVELOPED *WITH* RURAL BUSINESSES FOR RURAL BUSINESSES

Catalyst offers **accessible training** that suits your needs and preferences:

- Created in the Highlands & Islands for those living and working in the region
- It incorporates the experiences of local entrepreneurs
- It is delivered in a manner that suits your day-to-day business life, either face-to-face or online.

The programme is enhanced by entrepreneurial input that connects learners to real-life situations and references; as well as enabling you to expand your existing business networks.

Catalyst offers invaluable insights from experienced, regional entrepreneurs, who share honest and revealing lessons from their own development as a leader, innovator and business person.

These will include:

- Andy Dytch, ILM Highland
- Sam Faircliff, The Cairngorm Brewery Co Ltd
- Donnie Fraser, The Korrie Group
- Joe Gibbs, Belladrum – Tartan Heart Festival
- Campbell Grant, Sitekit
- Freda Newton, Jacobite Cruises
- Kirsteen Stewart, Kirsteen Stewart Designs
- Neil Sutherland, MAKAR







FRESH SPARK FOR YOU
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Catalyst has been developed and is led by CREATE, Inverness College UHI's Centre for Enterprise and Innovation, working in partnership with Inverness Chamber of Commerce, Highlands and Islands Social Enterprise Zone (HISEZ) and MAKAR.

Catalyst has received co-investment from the UK Commission for Employment and Skills through the UK Futures Programme.



For more information, or to **apply for one of the limited places**,
contact: **Carol.Langston.ic@uhi.ac.uk**

