

GO GLOBAL 4 GROWTH

TRANSFORMING STRATEGY
INTO ACTION

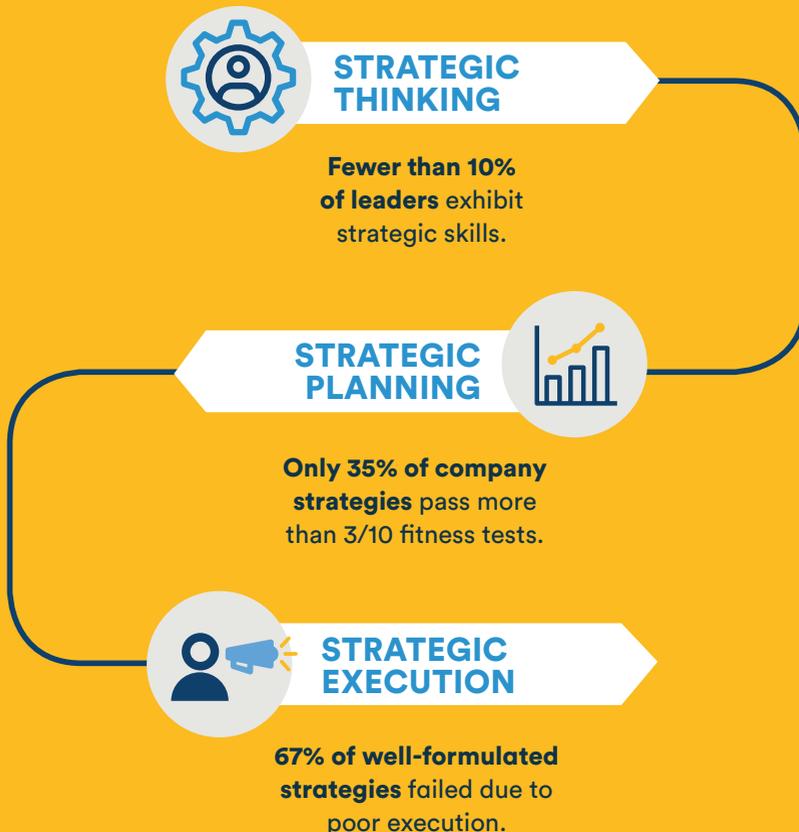
GO GLOBAL 4 GROWTH PROGRAMME

Successful leaders think strategically, have well-informed strategic plans and can turn strategy into action to accelerate business growth.

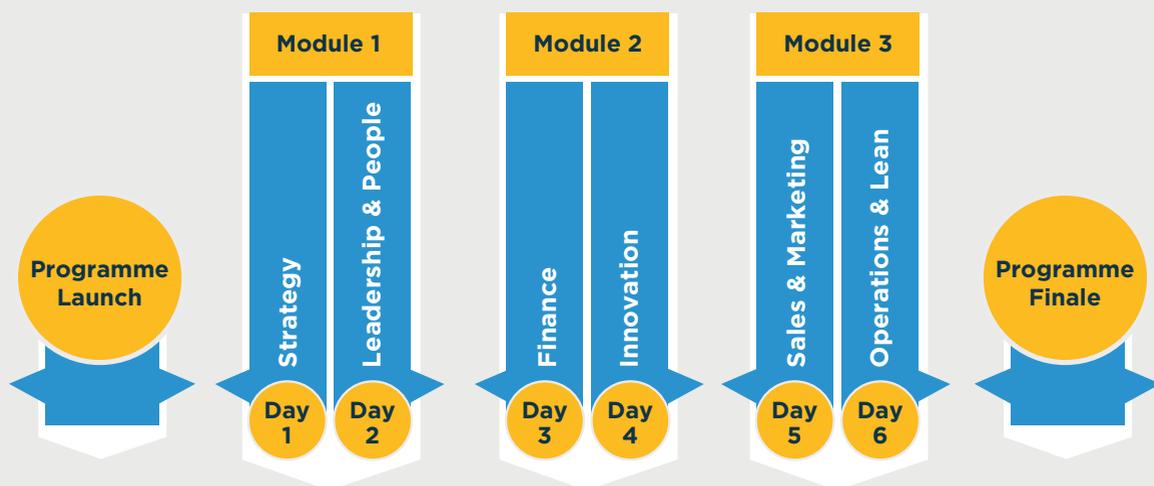
Go Global 4 Growth (GG4G) is Enterprise Ireland's premier strategy implementation programme that assists business leaders in refining their strategic thinking. GG4G enables senior teams to engage collaboratively and create an International Growth Action Plan outlining the strategic direction of their companies.

Who Should Apply?

Go Global is targeted at ambitious top teams from all sectors, committed to adapting and evolving their business functions to prepare for global growth. The programme is designed for the CEO and 2 senior managers who can commit to the schedule and work involved in strategically energising and scaling their business.



Your Programme Journey



8-month Programme

On-going personal leadership coaching and in-company team advisory sessions

Online preparation, learning, networking and support

Programme Approach

EDUCATIONAL MASTERCLASSES

GG4G combines expert tuition from Irish based faculty and commercial insights from Industry peers and alumni. Participants apply strategic tools and techniques across Strategy, Innovation, Leadership & People, Operations, Sales & Marketing and Strategic Finance.

PEER LEARNING NETWORKS

During the programme, participants learn from Industry peers, reflect on masterclass content and seek advice on business challenges. CEO insights are shared from guest speaker alumni of the programme. Each Peer Learning engagement is facilitated by a Growth Advisor in a trusted and safe environment also providing a network beyond the programme journey.

GROWTH ADVISORS

The Growth Advisors' role is to help translate, support and challenge participants to effectively implement the programme content into their business. They assist in workshops to support the integration of masterclass content into a Go Global Roadmap for each business as well as providing in-company advice and individual leadership development.

eiLearn.ie

Key Programme Dates

Application Deadline:	March 10 th 2020	
	STREAM A	STREAM B
Programme Launch:	31 st March	1 st April
Module 1:	6 th /7 th May (Overnight)	12 th /13 th May (Overnight)
Module 2:	3 rd /4 th June	23 rd /24 th June
Module 3:	15 th /16 th Sept	22 nd /23 rd Sept
Programme Finale:	19 th November 2020, Dublin	19 th November 2020, Dublin

Our Partners

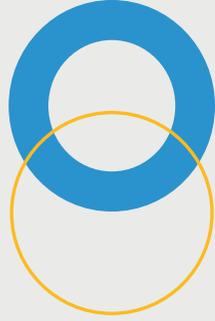


**DCU
BUSINESS
SCHOOL**

Dublin City University (DCU), Ireland's 'University of Enterprise', is ranked in the QS Top 50 universities under 50 years old. This young and innovative university has a reputation for quality business education. Accredited by AACSB, **DCU Business School** ranks in the top 5% of business schools worldwide. The Centre for Executive & International Education at DCU Business School provides executives with expertise, insights and tools from industry best-practice and the latest academic research.



StrategyCrowd is a handpicked panel of experienced entrepreneurs. They work with SME Leadership teams to define and execute transformational growth.



Programme Team



Prof Finian Buckley - Programme Leader

Head of Programme Development for the Centre for Executive Programmes, DCU Lecturer in Personal Leadership Awareness and Innovation Profiling, draws from a diverse educational faculty to deliver GG4G. Here are some of the team you will meet:



Michael Murtagh - Education Faculty

Group Function Technology Change Driver with Ericsson Stockholm and an adjunct lecturer at DCU where he teaches Lean Operation Transformation workshops.



Dr. Eric Clinton - Education Faculty

Associate Professor in Entrepreneurship at DCU Business School and Director of the DCU National Centre for Family Business.



Cariona Neary - Education Faculty

Lecturer & Consultant in International Marketing, New Market Entry and Market Strategy.



Brendan Binchy - Education Faculty

Experienced strategic finance consultant and CEO of ROCG Europe. Brendan has over 25 years' experience fueling the scaling of Irish companies through strategic finance.



Fergal Brophy - Education Faculty

Founder and MD of Open Innovation Services, Fergal uses design thinking, lean, agile and BMC to foster creative, entrepreneurial, innovative mindsets (on-demand & in-person).



Roddy Feely - Business Growth Advisor

Founding partner of StrategyCrowd and the lead Business Growth Advisor for the Go Global 4 Growth programme.

Testimonials

Aodh O'Donnell, MD, O'Donnell Furniture

“The programme gave us a wonderful opportunity to work as a team on both strategic and operational challenges. We also got to meet other leadership teams and exchange real practical tasks in a proactive, positive environment. All through the programme, we were challenged by our business growth advisor and lecturers to stretch beyond the obvious solutions. We would highly recommend the programme to growth minded SMEs”.

James Simpson, Financial Controller, Blenders

“The management team were focused on operations and an impending factory move so more time was needed for strategic planning. This programme was used to focus on how we approach our business. We made time both in modules and back in the office to maximise the benefit of this programme. We have now completed our restructuring and we are in the process of rolling out an ambitious strategic plan”.

Tony Cassidy, CEO, Vertice

“This programme helped the Vertice team affirm our growth plans and develop the confidence and capability of our senior managers. The experience has also strengthened our own relationship with Enterprise Ireland as we realise our ambitions”.

Key Outcomes

Having completed Go Global 4 Growth, participants will have:

- Developed their strategic thinking and planning capability.
- Aligned their senior leadership team.
- Created a visual aid which socializes their new growth strategy.
- Produced an International Growth Action Plan and initiated key strategic actions.

Fees

The programme is subsidised by Enterprise Ireland.

After applying grant aid, the direct cost to companies with up to three participants is €9,000*.

Module 1 overnight accommodation costs are included in the overall fee. Overnight finale accommodation costs are discretionary and at the participants expense.

*More than three participants can be facilitated for this programme subject to additional fees.



How to Apply

Complete the online form via the following link:
www.enterprise-ireland.com/goglobal

- Closing date for applications: Tuesday 10th March 2020
- Programme Launch: Stream A Tuesday 31st March 2020 in DCU Business School
Stream B Wednesday 1st April 2020 in DCU Business School
- Please note that early application is essential to secure your place.



More Information



For more information about GG4G, please contact:
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