



# Start Your Own Business

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## **Welcome to the LHH Start Your Own Business (SYOB) programme.**



We understand that this may be the first time you have considered starting your own business or maybe it's something that you've been mulling over for some time. Where do you start and how can we help?

Your SYOB roadmap will guide you through the different stages of starting your own business. Starting with 'Is this right for me?' with our SYOB Overview workshop, via the business planning stage, all the way through to peer support planning sessions where you can raise questions, celebrate success and work out solutions with the help of an expert SYOB facilitator.

So, whether you want to be a consultant, set up a gardening business, run a franchise or become the next big thing digitally this might just be for you!

### **What are the Stages?**

#### **Stage One – Is this for me? Exploration and awareness**

The workshops and resources on the CRN will help you decide if being your own boss is for you, practically and financially. It will help you scratch that itch and guide you forward to the planning and strategy stage.

What are your skills and values, what solution are you bringing to market? What entrepreneurial skills do you already have? Which ones do you need to develop or find someone to help you? What is your idea and what or who's problem are you solving?

COBRA on the CRN is a great guide to breaking down your next steps and finding out more information.

#### **Stage Two – Let's start planning. Taking action**

Stage 2 will let you explore your exciting idea further and look at the bigger picture. Who is your ideal audience, what's the best way of connecting with them? What financial structure would work for you and your customers?

We can help you start your strategy planning and business marketing. Focusing on your brand and USP will build your confidence in finding and selling to your target market.

#### **Stage Three – I have my own company, I'm doing it!**

At this stage running your own business can feel exciting and daunting in equal measure. It can help to have advice from others and share your challenges. Our business planning groups will help build a network of likeminded people who are experiencing similar obstacles and successes and give you the opportunity to raise topics for discussion. You never know you may also make some great business

alliances that help both of you grow. The Business Planning groups will be facilitated by one of our SYOB experts who will encourage discussion and challenge your ways of thinking.

- SYOB Business Planning: Growing your vision
- SYOB Business Planning: Marketing Strategy & Sales
- SYOB Business Planning: People and Operations
- SYOB Business Planning: Financial Planning
- SYOB Business Planning: Social Media and Digital
- SYOB Business Planning: Pitches and Presentations
- SYOB Business Planning: General

## How do I sign up?

All workshops and resources in Stage One and Two are available to book on the CRN. Please discuss directly with your consultant if you would like to attend the Business Planning Groups in Stage 3.

\*It's important you complete Stage 1 and 2 before attending the Business Planning Groups.

