

## Press release

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# Enterprise Ashburton Launches “High Achievers Business Growth Programme”

According to Glenda Thomson, Business Development Manager at Enterprise Ashburton “this programme is not only a must for business owners but important for the wider economy. Small to medium sized businesses are the backbone of the New Zealand economy. This is recognised nationally and reflected in a number of initiatives that provide education and assistance to businesses”.

Glenda explains that traditional education and up skilling programmes typically provide one off knowledge and specific tips for businesses. The strength of the “High Achievers Business Growth Programme” is that it recognises the need to transform tools and knowledge into business skills and offers a structured training approach.

Highly regarded presenter and business coach, Craig Rust, states “from my own experience and that of colleagues in the small business training field, business owners understand the importance of developing plans and setting goals, but often fail to do this as time and energy is diverted to day to day operations.” Craig says “the programme addresses this by providing an ongoing coaching support network to help develop creative and innovative plans”.

“Participants in the programme will not only develop the material required to complete a practical and innovative business plan aimed at accelerating the growth of their business but will learn how the key sections of their business work together and be empowered to implement this into their business immediately”.

The Accelerated Growth Programme is not a traditional course but an integrated development programme combining learning, practical exercises within the participant’s own business and one on one coaching.

Glenda says that “Craig Rust has developed a highly individualised programme that enables participants to focus on the needs of their particular business”.

This is not a programme for new businesses but for established businesses wanting to take their performance to the next level. As a general guide a business should have been operating for at least 3 years.

Enterprise Ashburton’s aim with this programme is to raise people’s business vision and performance well beyond their current comfort zone.

The “High Achievers Business Growth Programme” runs for six weeks and is commencing on Monday the 13<sup>th</sup> October. Contact can be made with Glenda at Enterprise Ashburton 308 0290 or via email [glenda@enterpriseashburton.co.nz](mailto:glenda@enterpriseashburton.co.nz)

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