

COVID-19 Response Programme:

Recovery and Resilience for Lancashire & Cumbria SMEs



Drive business recovery and plan for a more resilient long-term future
NEW online programme starting **21st July 2020** for Cumbria SMEs and
23rd July 2020 for Lancashire SMEs

Register your interest today as places are limited
responseprogramme@lancaster.ac.uk
lancaster.ac.uk/lums/covid19responseprogramme

About the programme

This online peer-learning programme is designed for established Lancashire and Cumbria SMEs who employ more than five members of staff. The programme aims to support ambitious leaders to revive their business following the coronavirus pandemic. Delegates will explore ways to drive business recovery in the short-term as well as planning for a more resilient long-term future.

What's involved

- Five half-day online sessions with leading academic and business experts from the management school
- Interactive workshops on key topics: The New Normal, Strategic Options, Business Model Innovation, Leading Change and Business Resilience
- Access to wider business support opportunities across the University

Benefits to your business

- Explore potential future scenarios, changes in consumer behaviour and what the "new normal" might look like
- Identify the impacts of these scenarios on your own business, your customer markets and supply chains
- Understand and utilise potential new customer groups and market segments
- Develop a change management framework to engage staff in wide-scale change
- Establish a stronger and more resilient business model to build for the future

Cost

This programme is fully-funded for European Regional Development Fund (ERDF) eligible companies. Visit our website for eligibility details.

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