



Lancaster University
Management School

Cumbria Forum

Growth, stability and sustainability for Cumbria SMEs

This 4 month online programme allows you the time and space to step away from the day-to-day and focus on building an Organisation for the Future.



European Union
European Regional
Development Fund



Cumbria Business Growth Hub
& Rural Growth Network

About the programme

The **Cumbria Forum** is designed for leaders of Cumbria-based SMEs who want to build businesses which focus on both profit and purpose.

As businesses start to move on from the immediate effects of the pandemic and the end of the Brexit Transition Period, it is time to look to the future. In that future, the old ways of doing business will not be enough. **Organisations of the Future** need to be responsible - not only to their employees and customers, but also to society and the planet. These are the success measures against which consumers and stakeholders now judge companies.

Covering topics such as business resilience, innovation and leadership, under an overarching theme of **Responsible Recovery**, the Cumbria Forum is delivered in a safe and trusted peer-learning environment over four months.

Cumbria Forum will enable you to:

- Plan for a business that is not just economically successful, but is socially and environmentally responsible
- Play your part in the wider recovery of the Cumbria economy - creating stability and sustainability in the wake of the pandemic, Brexit and other external influences
- Connect with like-minded peers in a deep-trust environment to build relationships to support you and your business into the future
- Take part in a peer-consultancy activity to gain fresh insights to your business strategy

Cost

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

Register your interest today as places are limited

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lancaster.ac.uk/lums/cumbriaforum



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