



Wiltshire Business Hub

Our job, our *only* job, is to help you succeed

The likelihood is that you've already met some of us before. We're a consortium formed through the Swindon and Wiltshire Local Enterprise Partnership, funded by central and local Government and led by "Inspire by Wessex Chambers" in partnership with Swindon Chamber of Commerce and Business West all with one aim - to help businesses in Wiltshire succeed and grow.

We provide a gateway to all available national and local business support, marshalling the best of government agency support and commercial expertise and advice delivered along with free, expert and impartial advice and direction through our team of business managers.

Our team help business through seminars and courses, networking, one to one meetings and we are always on the end of a phone



Rob Perks - CEO of Inspire

Don't let your Business drift in 2016! This is how:

New year is always a time for reflection and planning for the year ahead. I offer a few thoughts here on what I believe are really important considerations for every Business Owner, particularly to review 2016 plans but throughout the year too.

Do you have a clear plan of **where you want your Business to go** this year and **how you're going to get there**? This will form the basis of all your planning, how you lead your staff, how you define your business objectives and so forth. Without a clear plan, 2016 could be a year of "drift".

Are you clear **how your customer proposition is different from your competitors** and **why customers should choose you over them**? **Are there new ways you could reach customers with your product**? This clarity will drive your marketing plan and activity. It might even cause you to rethink your product or service!

Have you got the best possible people around you to drive the business forward? Having the right skills and motivation amongst your staff can really make a difference to your performance – getting the right team is crucial. **Retaining them is an even greater challenge!**

What about business finances? Do you need to raise money for investment but are unsure if you can? Do you manage the finances closely throughout the year or do you rely on someone else?

Whatever your business needs... we have the resources and business network to assist!

The Swindon and Wiltshire Business Hub is organising a whole day conference on 29th January where many of these issues will be addressed by experts in their field. Why not make it a priority to come and get advice, insight and support if you need it to make 2016 a real success? If you can't make that, then book onto one of our Business Strategy days "Creating a winning formula for your business" where we will look at these issues and more. www.inspirebiz.co.uk/events

Delivered by



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