

Strategy

Wednesday 26th February 8am to 1pm, Red Cow Hotel

A practical workshop for SME's to help them think about what their current strategy is and what it should be



PLATO
DUBLIN

WORKSHOP OBJECTIVES AND STRUCTURE:

The purpose of this workshop is to provide attendees with the different strategies that exist for SMEs and to assist them to think through whether or not the strategy they are currently following is the correct strategy for their business for 2014 and beyond.

The workshop will address the following:

- Why are you in business and what are you trying to achieve?
- What is your current strategy and is it working for you?
- Successful business strategies for SMEs
- Developing a stronger business strategy
- Planning and choosing the correct strategy for your business
- Communicating your strategy
- Practical tips for success

You should attend if:

- You own or manage a small business
- You're working really hard in your business and are unsure why the business is not moving forward more quickly

Presenter:

**Muireann
Fitzmaurice**
QED Trainer,
Mentor & Coach

As a valued member of the QED Training Team, Muireann specializes in training and mentoring small business owners/managers on how to develop and strengthen their business strategies in a creative and cost effective way. With 15 years' experience in sales and marketing, she is passionate about helping small businesses develop their skills and knowledge on best business strategy practices. Her aim is to inspire innovative ideas while offering practical advice on how these can be implemented into a robust business plan. She has worked in the marketing and sales teams of a range of different companies and has been delivering strategy, business skills, business planning, idea generation, marketing and personal development workshops and mentoring services for various QED clients.

Muireann holds a Bachelor of Business Studies from Dublin City University and a Masters of Marketing in Practice from the UCD Smurfit School of Business.

COST: €20 per participant

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