

ENTREPRENEURSHIP MASTERCLASS

WELCOME PACK

WEDNESDAY 20 AND THURSDAY 21 FEBRUARY 2019
KINGSMILLS HOTEL, INVERNESS



Highlands and Islands Enterprise
Iomairt na Gàidhealtachd 's nan Eilean



WELCOME TO THE CREATING AND MAINTAINING A COMPETITIVE ADVANTAGE MASTERCLASS HOSTED BY HIGHLANDS AND ISLANDS ENTERPRISE.

Creating and sustaining a competitive advantage has become increasingly difficult in an ever-changing and dynamic environment.

Businesses need to be adept at strategic thinking and strategic analysis and find ways to enhance impact, value and performance.

This Masterclass will teach you the tools and techniques to stay ahead of the game.

THE MASTERCLASS

KINGSMILLS HOTEL

CULCABOCK ROAD, INVERNESS, IV2 3LP
TEL: 01463 237166

The Masterclass will be held at the Kingsmills Hotel which has a rich and diverse history dating back to the 18th century.

The Kingsmills Hotel is close to the A9 and A96, less than 2 miles from Inverness Railway Station and less than 9 miles from Inverness Airport.

TAXI NUMBERS

Sneckie Taxis: 01463 611111
Capital Taxis Inverness: 01463 808080
Inverness Taxis: 01463 222222

JOINING INSTRUCTIONS

On arrival at the Kingsmills Hotel, please make your way to the Kingsmills Suite 2.

DAY 1

Registration will open at 8.30am.
Please arrive no later than 8.45am for a 9.00am start.

DAY 2

Please arrive no later than 8.45am for a 9.00am start.
All meals and refreshments, excluding breakfast, will be provided throughout the two days.

PLEASE DIRECT ANY QUESTIONS TO:

Laura Wardrop
Executive Education Programme Manager
T: 0141 553 6020
E. exec.education@strath.ac.uk

THE PROGRAMME

DAY 1: WEDNESDAY 20 FEBRUARY 2019

8.30AM – 9.00AM: Arrival and refreshments

9.00AM – 9.45AM: Welcome and introductions
(Eleanor Shaw and Aylin Ates)

9.45AM – 10.15AM: Think like a Billion Dollar Baby! (Eleanor, Aylin)

10.15AM – 11.15AM: Introducing the Business Model Canvas:
importance of the Value Proposition
(Eleanor and Aylin)

11.15AM – 11.35AM: Break

11.15AM – 12.30PM: Value Proposition Workshop
(Eleanor and Aylin)
• getting inside the mind of your customer

12.30PM – 1.15PM: Lunch and Networking

1.15PM – 2.45PM: Creating Sustainable Value Workshop
(Eleanor and Aylin)
• mapping your value proposition

2.45PM – 3.00PM: Break

3.00PM – 4.00PM: Strategic Fit: how sustainable is your Value
Proposition? (Eleanor and Aylin)

4.00PM – 4.30PM: Reflections; Q and A

4.30PM – 6.15PM: Stuart Rowell: the Superglass Case,
followed by Q and A

6.15PM – 7.00PM: Drinks reception and networking with the
cohort, Stuart from Sunamp Ltd, Eleanor, Aylin
and Laura from the University of Strathclyde
and the team from HIE.

7.00PM – 9.00PM: Dinner and reflections
(APPROX):

DAY 2: THURSDAY 21 FEBRUARY 2019

8.30AM – 9.00AM: Arrival and refreshments

9.00AM – 9.15AM: Reflections on first day of masterclass
(Eleanor)

9.15AM – 11.00AM: Building a sustainable Value Proposition
(Eleanor and Aylin)
• Strategies for High Growth

11.00AM – 11.15AM: Break

11.15AM – 12.30PM: Value Innovation: toolkits and case studies
(Eleanor and Aylin)

12.30PM – 1.15PM: Lunch

1.15PM – 2.45PM: Non-Customer Analysis: toolkit
and case studies (Eleanor and Aylin)

2.45PM – 3.00PM: Break

3.00PM – 4.00PM: Concluding comments, discussions, Q and A
(APPROX)



PROFESSOR ELEANOR SHAW
HUNTER CENTRE FOR ENTREPRENEURSHIP,
UNIVERSITY OF STRATHCLYDE

The Masterclass will be delivered by Professor Eleanor Shaw, Executive Director of the Hunter Centre for Entrepreneurship and Vice Dean of Strathclyde Business School, in collaboration with FutureX.

Eleanor has over 25 years' experience of the design and delivery of impactful entrepreneurship learning journeys acquired working in higher education institutions of global standing in the UK and internationally. She has held positions at Glasgow University, Durham University, Toulouse Business School, Massey University in New Zealand, University of Arkansas, the Universidad De Monterrey in Mexico and Montpellier Business School in France.

Eleanor has undertaken extensive research on entrepreneurship and was voted as one of the 100 leading professors in the field of entrepreneurship by entrepreneurs in "Hot Topics".



STUART ROWELL
**CONSULTANT, INTERIM CHIEF REVENUE OFFICER,
SUMAMP LTD, AND NON-EXECUTIVE DIRECTOR**

Stuart has a 30 year career with 25 years spent in blue-chip IT, telecoms, manufacturing sales and marketing leadership positions and the last five years with SME and start-up businesses, particularly in the software development and energy sectors.

Stuart has built a number of teams from scratch, notably on two occasions leading new business teams that delivered over £10m in software and services revenue in a two year period.

He also built a multi-national sales team with Global Crossing (now Century Communications) targeting global organisations based in the UK selling international services into Europe, the US, Latin America, Asia Pacific and delivering global contracts with organisations such as Microsoft, GE and CNBC.

Following this, Stuart spent 10 years with Scottish Telecoms business THUS (a 1998 Scottish Power spin out) running the Energy Team and managing large, outsourced sales and service contracts. During this time he was also on the team completing due diligence for the acquisition of Your Communications and the subsequent sale of the business to Cable and Wireless which was then on-sold to Vodafone where Stuart remained for two years running the Energy vertical sales channel.

Over the last five years Stuart has supported sales transformation and growth in a number of Scottish businesses including Edinburgh based Sunamp where he is currently a Non-Executive Director and Stirling based construction products business Superglass where Stuart was a member of the executive leadership, leading the sales and marketing transformation programme, making the business profitable and helping deliver a trade sale to major Russian construction and roofing business TechnoNicol.

Brought up in Newcastle but based in Edinburgh since 1986, Stuart is married with two boys and is a keen golfer, photographer and life long Newcastle United supporter.

Please email entrepreneurship@hient.co.uk
to register your interest in the masterclasses.



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