



GREATER CONNECTED AMPLIFY

A unique opportunity to give your
growth a sustainable lift



In partnership with



Built a great business, but want to scale things up? Say hello to Amplify

Amplify is a GC Business Growth Hub programme specifically for digital, creative and tech businesses in Greater Manchester with the highest potential to generate growth and sustain it.

You won't find growth support like this anywhere else. A suite of tested and compelling interventions come together to deliver benefits that are often promised but rarely delivered.

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Amplify has helped us drive clarity in our business, leading to better alignment, increased productivity and a solid strategic plan

Matt Haworth — Founder, Reason Digital

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What you'll get

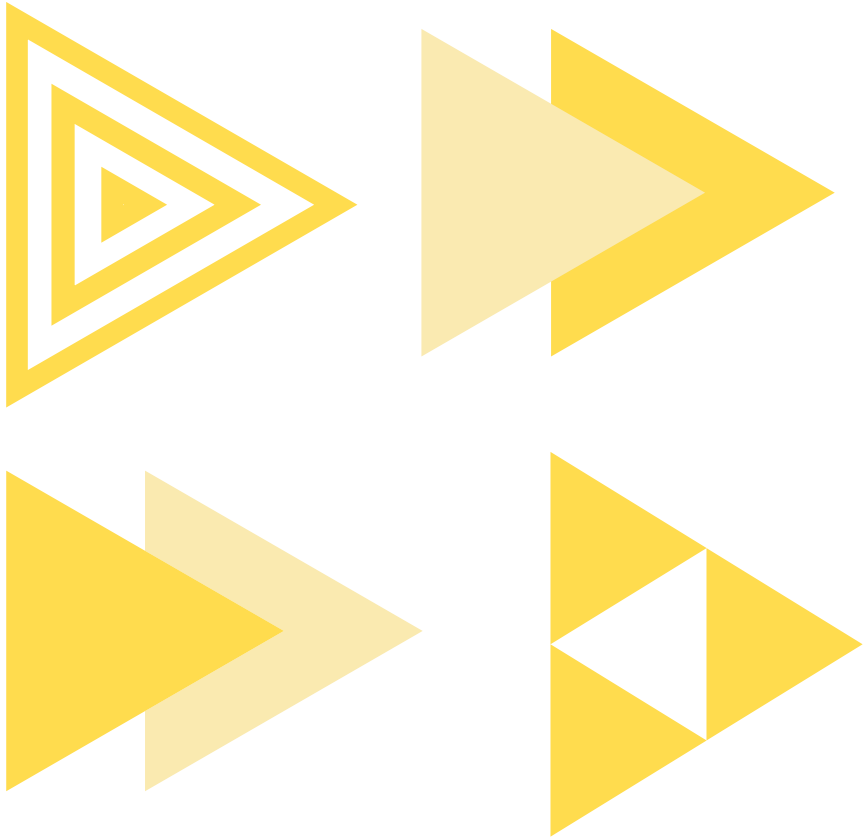
- A new lens on how to lead a scaling creative / tech business from folk around the UK & Europe who have been there and done it.
- Greater alignment across your senior team as to what growth looks like for your company, to really build momentum.
- An amplified, tailored, do-able strategy with the accountability and support to get it delivered.
- Enhanced personal networks, skills and knowledge across your whole team.



How it works

Over six months of an immersive and international programme, the companies participating in Amplify will receive a mix of facilitated planning, industry leading input, leadership training and support for implementing change.

It looks like this...





Kick Off Session

Walk through the key programme phases, complete your onboarding and meet with other business leaders on your cohort



European Best Practice Study Trip

A 3 day visit to some of the most dynamic creative and tech companies on the continent. To be inspired and learn from best practice.*



Growth Sprint

The whole leadership team takes part in an intensive two day event in Manchester to learn world leading growth methodologies used by the likes of Google, Slack and Lego.

You'll go through rapid, structured exercises to rework the company's approach to growth.



Board Advisor

Implementation and decision making is supported by high-calibre, industry-seasoned Board Advisors who are matched with each participating business.



Bespoke Content & Monthly Growth Challenges



Your team will engage with monthly bespoke videos and resource packs produced specifically for the programme. If the challenges are undertaken then progress can't help but follow.



Forward Planning & Showcase

An exclusive event to celebrate the close of the initial nine months, where together we talk about the failures, share lessons learned and plan for the future - so you can sustain growth beyond the programme.

*1 delegate from the company attends.

“

We have loved everything about Amplify. All the facilitators and advisors are great - and the fact that the whole leadership team can take part is a real game changer.

It's allowed us to accelerate our growth in ways we didn't think were possible.

Oli Hackett — Creative Director, Mustard Media

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Qualifications for acceptance

Participating companies will need to satisfy a number of core criteria...

- A company in the Digital, Creative & Tech Sector
 - Working from the Greater Manchester Area
 - Min of 10 staff
 - An ambitious leadership team
 - Aiming to grow by c.20% year-on-year
 - Upfront commitment to engage with all programme components
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There will be a small number of wildcard participants in each cohort who do not meet all the above criteria but demonstrate exceptional potential for growth.

So do talk to us about your application if you don't tick all the boxes.

Your city investing in you

The programme is a collaboration between GC Business Growth Hub and Form.

Places cost £18,000, however we're investing in some of the city's best businesses by subsidising two thirds of the cost.

The remainder of the fee is payable by participating companies via two instalments.

For 2020/2021 this fee is £6,000 +VAT

This includes all workshops, materials and catering at events as well as travel and hotels for the study trip. It also covers all of your Board Advisor's time.



We know how challenging it can be to manage your company's growth with all the disparate elements that go into making scale happen.

Imagine a journey where a trusted advisor has thought up-front about the help you and your team need to move up a gear with your growth.

And then imagine they take you on that journey step-by-step in a measured way.

Here is that plan.



Sep Oct Nov Dec Jan Feb Mar



A New Lens

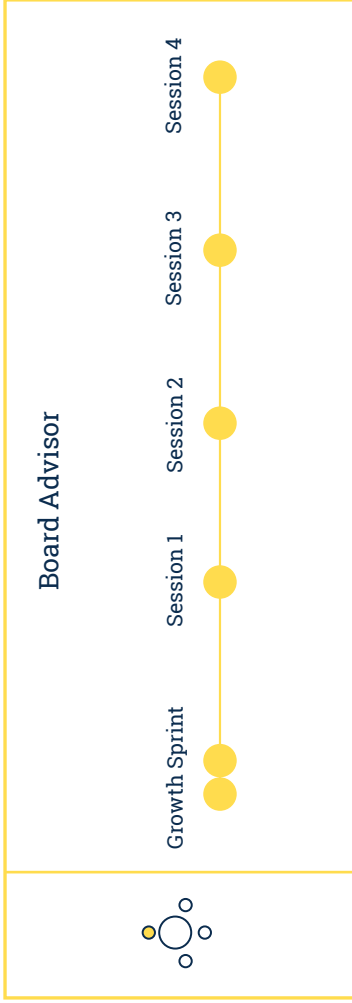
Kick-off Session

Study Trip

Growth Strategy Sprint

Forward Planning Event

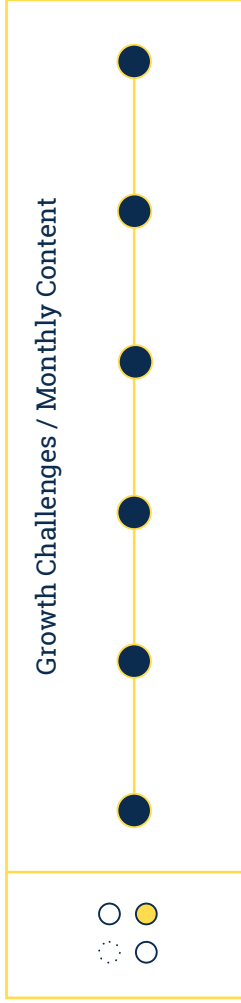
Fresh Ideas, Alignment and a Plan



Supported Implementation



Integrated Growth



Sustainable Momentum



Structure with flexibility. The best of both worlds.

Delivery

The fixed points of delivery are designed to help participating companies engage in a pace that is both doable and meaningful.

We'll assess your unique needs as part of the onboarding and iteratively ensure that the components meet what you need.

Board Advisors

There will be a robust process that matches board advisors with companies to ensure there is a strong fit both ways.

Your board advisor will be trained to cover core aspects of business growth with your team in a sensible rhythm to ensure momentum.

But they'll also be on hand to partner with you when needed to zoom into the challenges that are most pressing: sparking ideas, supporting plans and opening doors for you to sustainably scale.



“

We've all been on courses with fantastic titles that take a long time to deliver 1, maybe 2 take-outs.

The promise for the 2 day Growth Sprint was ambitious but delivered in spades. It has genuinely changed the way I approach my job.

James Kay – Senior Account Director,
The Behaviours Agency

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To start a conversation about your application email [**Ben.Fowler@growthco.uk**](mailto:Ben.Fowler@growthco.uk)

