



**Bwyd a Diod Cymru**  
**Food & Drink Wales**



# 20Twenty Business Growth Programme

**Leadership, Innovation  
+ Growth Strategies =  
Food Sector Resilience**

## 20Twenty Leading Business Growth Programme for the Food Sector

The **20Twenty Business Growth** Programme has developed a new unique, exciting, and engaging programme for aspiring managers and team leaders which offers a dual award from Cardiff Met University and the Chartered Management Institute (CMI).

**Unlike many other Leadership and Management Programmes, the 20Twenty also focuses on key business growth areas** such as finance, marketing, efficiency and innovation. The programme will allow you to develop a unique set of people and business skills, which you can immediately use in the workplace to make a positive impact upon productivity, profitability and competitiveness.

### Key benefits for you and the business include:

- building your leadership capabilities – motivate and engage teams, manage relationships confidently;
- developing and implementing a growth plan for your business;
- developing an innovation strategy to harness new ideas, designed to give you a competitive advantage;
- building your skills in key business areas such as marketing strategies and managing finance
- accessing an Executive Coach

**Please see overleaf for fees and eligibility criteria. If you would like to find out more about the successful programme please contact Christopher Byrne on 02920 416300 or email: [cbyrne@cardiffmet.ac.uk](mailto:cbyrne@cardiffmet.ac.uk)**

**[www.20twentybusinessgrowth.com](http://www.20twentybusinessgrowth.com)**



**Cardiff  
Metropolitan  
University**

**Prifysgol  
Metropolitan  
Caerdydd**

# Programme details

**20Twenty Leading Business Growth Programme** is dedicated to helping ambitious organisations in East Wales deliver impressive and sustainable growth, by equipping managers, leaders and owners with the skills required to deliver improved efficiencies, plan growth strategies and implement expansion goals. **20Twenty** has proved to be remarkably successful in nurturing business expansion in even the toughest and most competitive sectors.



**Companies that have attended the 20Twenty now account for more than 10% of those listed in the coveted 'Top 300' businesses in Wales.**

## The business benefits

**20Twenty** is equally suitable for both large organisations and small enterprises. In fact, companies that have participated in the programme to date have achieved growth of approximately 30% on average. Perhaps even more impressive is the fact that many of those companies reported increased sales turnover of over 100%. Not surprisingly, **20Twenty** has attracted the attention of leading players.

## What support will you get?

**20Twenty** offers dual award consisting of a Postgraduate Certificate and Level 7 Certificate in Leadership from the Chartered Management Institute (CMI). This is a quality programme run by experts who appreciate the time pressures, budget burdens and resource restrictions that every business – large and small – has to deal with. Rest assured, we are very experienced at providing invaluable support and advice to help you achieve your potential, to effectively lead and develop growth opportunities for your business area or department.

## Your commitment

There are a series of workshops (totalling 15 days) over a period of 10 months. During that time, you will study a variety of techniques and processes to enable you to build and lead a success team, including leadership skills, coaching, sales, marketing, finance, operational efficiency and business innovation.

## Fees and eligibility

Eligible participants who apply for the programme will not have to pay the usual fee of £1,950 per participant, thanks to additional temporary funding from the Welsh Government.

## Feedback

*"The 20Twenty programme has already been a massively positively experience for me – I feel as though I have a renewed sense of purpose and energy at work and am already noticing the benefits. I can't wait for the next session!"*

Alison Roper

*"I would definitely recommend the 20Twenty course to enhance your leadership style and find new tools to manage your specific area"*

Sophie Williams

*"There are events in life that make you sit up and take notice and the 20Twenty Programme is one of those. The programme has brought new knowledge, skills and experiences that I have not only been able to use in all aspects of my work right now, but I believe will provide the foundations for future learning"*

James Turner

*The most inspiring and thought provoking course I have ever done.*

Arielle Tye

*"A superb course and excellent value for money. I would recommend it to anyone looking to improve themselves and their business"*

Alastair Milburn