Turning a Service into a Business
An easy 6 step model Master Class
West Midlands Employers in partnership with North West Employers bring you a Master Class that will help you understand the key steps to take to deliver your own commercial activities alongside your core business.

**Turning a Service into a Business Master Class**

If you are working in the public sector, chances are that you have already become pretty lean, and that you are already doing a lot about income generation and are operating new service models alongside an efficiency programme.

Turning your services into businesses and successfully delivering your own commercial activities is an exciting option, but it also has to sit comfortably alongside the delivery of core public services and this requires careful consideration of how to balance profits with social conscience.

The ability to deliver commercial services is vital to ensure your services don’t just survive, but thrive. Find out more about the 6 easy steps that will help you turn your service into a business.

To help you create new potential both now and into the future, you will:

- consider how to balance profit with a social conscience
- identify your competitive advantage and your unique selling point (USP)
- understand how best to market your value and offering to customers

The Master Class will also cover the skills and knowledge helpful in driving this type of business change, as well as a checklist for turning your service into a business.

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**Your Master Class Presenters**

Our two presenters are Associate Consultants in the North West, and bring a wealth of knowledge and hands on experience of refocusing services to deliver greater commerciality.

**Yvonne Castle**

Yvonne has run 3 companies in the past YCChange, YCommercial and YCoaching. She has worked internationally to support companies grow and improve and has extensive experience of service design, improvement and innovation.

As an Associate Consultant for North West Employers, Yvonne has run a commercial skills training course for staff across Cheshire West and Chester. In her current role as Interim Director of Stafford and Rural Homes (who own a charity and a commercial company) she is supporting a range of initiatives for expansion and enterprise.

**Gillian Bishop**

Gillian has led change and efficiency programmes across the public, private and third sector. As a Chief Executive in Local Government she was responsible for driving forward efficiencies in sensitive front line services and for generating new delivery models to maximise income and customer service whilst reducing costs.

As Chief Executive of the North West Improvement and Efficiency Partnership (NWIEP), Gillian supported a range of organisations to think differently about service design and delivery. Currently Gillian is working with LEPs, and Third Sector Organisations, in reconfiguring services for growth.
Commercialism in Local Government (Half Day)
Cost: £600 + VAT
Aim: To understand “commerciality” for the Public Sector

Content and Learning Outcomes:
- Context and understanding why we need to be commercially savvy
- Can promote being profitable whilst retaining core public sector values
- Culture change – are we prepared to compete
- Developing a commercial mind-set
- Understanding unfamiliar pressures (cashflow, bid costs, quick decisions)
- Identification of the local context e.g. what’s happening in the region

Audience: Employees at all levels

Business development and entrepreneurialism (Half Day)
Cost: £600 + VAT
Aim: To understand how to develop your business in an entrepreneurial way

Content and Learning Outcomes:
- Understanding why the sector is changing and what other public sector organisations are doing commercially – success stories
- Defining what is entrepreneurialism
- Be confident in maximising innovation and creativity in order to solve problems and drive change
- Developing an entrepreneurial culture and maximising the use of people assets
- Ability to provide challenge in your own service areas in order to develop a commercial culture
- Horizon scanning and the benefits
- Key aspects of developing new services and products
- Writing a Commercial Business Plan

Audience: Any manager or team leader motivating a team through change or anyone who is part of developing a business / service plan with their team

Get Commercially Savvy
Broadly speaking, commercial skills include the ability to understand the market place in which an organisation provides its services, and to be able to design and deliver services which meet the needs of that market place in an efficient and effective way. In terms of helping to build commercial skills, this can be seen as a split between strategic and transactional.

- **Strategic** - is deciding what services should be delivered, what value should be provided to whom, and how that can best be done. It includes non-financial as well as financial value.

- **Transactional** - is about contracting, procurement and finance management at a more detailed level.

WME is working with North West Employers to offer a set of commercial skills training packages to suit a wide range of organisational needs. If the Master Class has fired your enthusiasm to get commercially savvy then read on.

Don’t miss out on our 3 for 2 discount
WME is offering all organisations a 3 for 2 booking discount reducing the delegate cost per head for WME Members to just £50 + VAT. WME will apply the discount at the point of invoicing based on all bookings received from a single organisation.

How to book:
Go to our website or click on the booking link below and complete our booking form.

Book this event now
Understanding and developing your offering (Half Day)
Cost: £600 + VAT
Aim: Providing skills to develop products and services ready to take to market

Content and Learning Outcomes:
- Appreciate what's required in developing products and services even before the decision has been taken to sell
- Being clear on what your offer is – now and in the future
- Identifying your Competitive Advantage and Unique Selling Proposition (USP)
- Developing clarity about who are your customers and what is your market
- Identifying and evaluating the competition
- Pricing your products and making your services profitable
- Understanding investment – and the return on investment
- Identifying the risks – and the actions required to mitigate the risks

Audience: Anyone who is involved in preparing bids or entering into negotiations with existing or new suppliers, contractors and partners

Marketing and Branding (Half Day)
Cost: £600 + VAT
Aim: Providing skills to take new products and services to market

Content and Learning Outcomes:
- Being clear on what you are taking to market
- Marketing the product value and benefits
- Brand – defining what it is, how it is developed, what effect it has and identifying its value
- Use of Public Relations in marketing
- Use of social media
- Writing a Marketing Plan

Audience: Any member of staff involved in taking new services or products to market (internally or externally)

Negotiation Skills including Financial Language (Full Day)
Cost: £900 + VAT
Aim: Building confidence in negotiation skills with others, especially in other sectors and preparing for ‘doing the deal’

Content and Learning Outcomes:
- Competing to win – being clear what constitutes a successful bid
- Learning the commercial ‘lingo’ – being able to talk the same language
- Understanding the power balance between negotiator and supplier / partner
- Compromise and bargaining
- Preparation for any negotiation – purpose and performance
- Doing the deal – your selling skills to potential customers
- Managing the risks
- Difficult conversations and managing positive supplier relationships
- Taking action and dealing with change in any negotiations
- Internal and external negotiations and identifying any differences

Audience: Anyone who is involved in preparing bids or entering into negotiations with existing or new suppliers, contractors and partners

Transactional Skills (Full Day)
Cost: £1,350 + VAT
This session sets out to unravel what commercial skills mean in practice and explores some of the practical considerations around operating in a more commercial setting. Delivered through a mix of input, individual reflection and group discussion, participants will be asked to have considered an area/service for focus ahead of the day

Strategic Commercial Skills (3 Day Programme)
Cost: £4,000 + VAT
Aim: This is an opportunity to take an in-depth look at creating a commercial vision and developing a culture of commercialism in your organisation or service. In addition, you’ll explore some of the critical business management tools to support you in driving and shaping this transformation.

Day 1 - Sets the scene for operating in a commercial context and focuses on developing the business vision and strategy. It will introduce some of the business management tools that can help identify your value propositions and consider your customer profile.

Day 2 - Building on the knowledge from day 1 and have the opportunity to work through a business model in more detail, including how to manage risks. You’ll also consider some of the skills needed to influence and negotiate effectively and look at the cultural fit in your organisation.

Day 3 – A look at governance and how to manage a portfolio of services. You’ll also explore ways in which you can create new business opportunities and encourage innovation and change to sustain the commercial focus in the future.

Get in touch to find out more:
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