



Are you a business owner or leader in North Yorkshire wanting to build a prosperous business?

Let our **50% funded workshops** on **Strategy, Innovation** and **Team Development** accelerate your company growth. The LEAD Programme offers a unique opportunity to attend a series of 50% funded half day workshops designed specifically for business leaders like you.

Delivered by industry experts, Biskit Ltd, the highly interactive and practical workshops will unlock the potential of your business. Choose from workshops on Strategy, Innovation, and Team Development, each providing cutting-edge insights and hands-on expert support.

You'll leave equipped with actionable plans tailored to your business, ready to accelerate growth and strengthen your team. Take advantage of this opportunity to enhance your skills, invest in your business, and build a sustainable future – right here in North Yorkshire.

Strategy: 2 workshops £400 + vat

Innovation: 2 workshops £400 + vat

Team Development: 2 workshops £400 + vat

All above 50% funded-you pay only £200 + vat
Attend all 6 workshops for only £600 + vat



Various dates
October to March 2025



Harrogate, Scarborough,
Selby and Northallerton

Register your interest

TWO HALF DAY WORKSHOPS

Theme 1: Strategy: building a prosperous business

PLUS FREE 1:1 SUPPORT

Are you ready to take your business to the next level?

These are designed specifically for business owners and leaders who are ready to scale their companies

Half day – Workshop 1

Will help you define your business vision and explore the key steps needed to achieve it.

Through real case studies and insights from guest speakers, you'll explore various growth options and dive deep into what makes a successful strategy plan. By the end of this session, you'll have a clear sense of your business's future direction and the initial steps required to get there.

Half day – Workshop 2

Builds on these foundations by turning your vision into a set of practical, achievable actions.

During the workshop, you'll also hear from companies that have undertaken their own growth journey, who will share their challenges and results with you. You'll leave with a clear set of objectives, realistic timescales, and signposting to further support, including access to grants and advice services.

By the end of these workshops, you'll not only have a solid growth plan but also the resources and guidance needed to bring your strategy to life and fuel your business's success.

Theme 2: Innovation **PLUS FREE 1:1 SUPPORT**

Unlock Innovation to Boost Productivity and Find New Customers

If you're a business owner or leader looking to drive growth through innovation, our two-part workshop series is designed just for you with a clear and actionable plan. Split into two complementary workshops, they include:

Half day – Workshop 1 Explore Your Innovation Opportunities

Discover the innovation choices that can transform your business—whether it's streamlining operations, leveraging cutting-edge technologies like AI, enhancing customer experiences, or even redefining your product or service to reach new markets. Through real-world case studies and insights from guest speakers, you'll see how businesses of all sizes, from Yorkshire startups to established UK companies, have successfully embraced innovation. You'll leave with a clear understanding of what innovation can mean for your business and fresh ideas for integrating it into your strategy.

Half day – Workshop 2 Develop Your Innovation Action Plan

In this follow-up workshop, you'll turn ideas into action by developing a tailored innovation plan. You'll identify the specific innovations that can boost productivity or attract new customers, map out the resources required, set realistic timescales, and learn where to access grants and support to drive your innovation forward.

By the end, you'll have a clear roadmap to implement innovation in your business, with the confidence to take the next steps.

TWO HALF DAY WORKSHOPS

Theme 3: Team Development **PLUS FREE 1:1 SUPPORT**

Looking to elevate your team's performance and improve customer satisfaction? Our two-part Team Development workshop series is designed for business leaders who want to boost quality, productivity, and team engagement with a clear and actionable plan. Split into two complementary workshops, they include:

Half day – Workshop 1 Building an Effective Team

This workshop focuses on what makes a high-performing team, covering key aspects such as leadership, team structure, culture, and communication. You'll explore the benefits of strong teamwork and learn how to effectively integrate external staff or partners as part of your team.

Through real-world case studies and insights from guest speakers, you'll gain valuable perspectives on how other businesses have successfully grown and developed their teams. By the end of this workshop, you'll have a clear understanding of your team development options and actionable ideas you can implement immediately.

Half day – Workshop 2 Creating Your Team Development Plan

In this follow-up workshop, you'll take what you've learned and build a tailored team development plan aligned with your business strategy. We'll guide you through the process of setting realistic goals, identifying the resources you need, and outlining achievable timescales.

You'll leave with a practical, ready-to-implement plan designed to improve your team's performance and drive your business forward.

Who Should Attend?

Looking to accelerate your business growth, but unsure of the exact steps to take?

Whether you're an ambitious entrepreneur or a leader in a more established business, our series of Strategy, Innovation, and Team Development workshops are designed to provide the clarity and direction you need.

If you know where you want your business to go but aren't sure how to get there, these workshops will guide you through the crucial steps. You'll also learn how to avoid common growth pitfalls, drawing on the experiences of other business owners who've successfully navigated similar challenges.

FREE 1:1 Support

There's nothing worse than attending a workshop, having a great time, learning new ideas, and then leaving to find you have more questions a few weeks later.

That's why, if you have any questions, days, weeks or months after your workshop, you can have up to 1 hour of ZOOM time per workshop theme as FREE support.

So, if you attend Strategy, Innovation and Team Development, that's 3 extra hours of support, completely FREE of charge.

For those looking to refresh their approach, you'll gain up-to-date, practical insights and ideas, while networking with like-minded leaders who share your drive for success.

What do you get?

Sign up for all 6 workshops, or just the themes your business needs:

Theme 1: Strategy Going for Growth.

Attend both 2 half day workshops for £400 + vat per person. **You pay only £200 + vat per person.**

Theme 2: Innovation

Attend both 2 half day workshops for £400 + vat per person. **You pay only £200 + vat per person**

Theme 3: Team Development

Attend both 2 half day workshop for £400 + vat per person. **You pay only £200 + vat per person**

Attend all 3 themes (6 workshops), and pay only £600 + vat per person (after your 50% discount has been applied)

- An expert speaker, with over 30 years of business experience
- Detailed workshop notes at every workshop session
- 1 hour of FREE support time per workshop theme
- Hear from other business leaders at each workshop about their business journey

Edward Ryder – Biskit



Edward has over 30 years business experience, gathered across industries as diverse as engineering, hospitality, e-commerce, manufacturing, food, health, education and media, plus many more. Edward and his team have helped many companies across the UK achieve success, with clearer growth plans, create new ways of improving products/services, supported by happy, strong and productive teams. Whether you're in the early stage of your business journey, or you're a mature business, considering next steps, Edward has the experience and passion to guide you.

For further details about Biskit, see our website: biskit-strategy.co.uk

What our clients say about us.

"Ed and Biskit have been hugely influential on guiding our business's marketing strategy over the last couple of years."

[Hospitality Business](#)

"He taught me how to think differently, plan strategies and execute them to the highest standards. I wouldn't be where I am today without the coaching and dedicated time from him."

[E-Commerce Business](#)

"The enthusiasm radiates from Ed as he enters your business. Bringing a fresh set of eyes that view your organisation from a different perspective can be a painful experience which Ed handles delicately I'm pleased to say."

[Business to Business Distribution](#)

"Without the support of Edward and the team at Biskit we would not have been able to make the level of progress we have over the past few months nor to achieve our marketing aims."

[Manufacturing](#)

*"...this resulted in great success taking the ideas we had and putting them into practice his energy, business acumen and obvious skills in marketing, made him an invaluable asset and helped elevate *** to be a company producing High Growth results every year since."*

[Business to Business E-Commerce](#)

"With Ed's extensive experience, direction and support we have continued to develop a more robust and informed management and sales team capable of taking the company forward in line with our business growth strategy."

[Manufacturing & Distribution](#)

"He drives and challenges us all with the sole goal of wanting us to achieve our aims and ambitions. I would have no hesitation in recommending Ed to any business who wants to go on a journey to improve and achieve."

[Distribution and E-Commerce](#)

"Ed's expertise and engaging delivery style made a significant impact. He effectively tailored the content to meet the diverse needs of our business community, ensuring relevance and practical application. Participants consistently praised Ed for his clear, actionable insights and interactive approach."

[Local Government](#)

FAQ's

I work for a large company in North Yorkshire, can I still sign up?

Absolutely. The LEAD programme is open to any business based in North Yorkshire

Do you have to work in a specific industry to attend?

LEAD is open to all sectors. Our providers have excellent cross-sector knowledge, making each workshop directly relevant to you.

Will I get notes and support materials?

Yes. Every workshop comes complete with notes and action plans, so you can apply this directly to your business.

Can I bring a colleague to the workshops?

Yes. You can bring as many colleagues as you need, though each will have to pay for a place.

Is there much paperwork involved with signing up?

Not at all. All paperwork is handled by the Growth Hub, you just need to send us your contact details.

Next Steps?



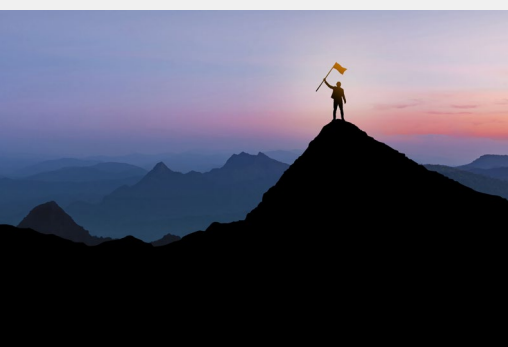
Signing up for the workshops is incredibly easy.

Step 1: Simply visit: <https://ynygrowthhub.com/blog/news/lead/>

Step 2: Fill in your details

Step 3: Adrian O'Neill, Skills Specialist for the LEAD programme will contact you and do the rest

You can also contact Edward Ryder from Biskit, who can answer any questions about the workshops directly. Simply call on: 07950 126 024, or email: edward@biskit.co.uk



An effective strategy takes more than just data. It's about the right team, an open mind and the ability to turn inspiring plans into action. It's also about having a clear strategy planning process, so you're on top of the issues that matter, and consistently hitting your objectives.