



**BUILD
INVEST
GROW**



www.100bml.org/black-owned-business



**THE B.I.G.
BLACK-OWNED
BUSINESS PROGRAMME
(BUILD. INVEST. GROW)**

**100
BLACK
MEN
of London**

Build Business to Build Community



INTRODUCTION

"To build a successful business, you must start small and dream big. In the journey of entrepreneurship, tenacity of purpose is supreme." – Aliko Dangote

"I am not satisfied in making money for myself. I endeavour to provide employment to hundreds of women of my race." Madam CJ Walker

"I'm not a businessman, I'm a business, man!" Jay-Z

What if all Black businesses in the UK committed to a core set of business principles and business standards that were specifically designed to make their businesses grow?

Our new B.IG. Black Owned Business Programme (Build. Invest. Grow) is designed to show you, as an entrepreneur, how to create a world-beating business that makes real profit and grows to build a legacy for your children and your community.

The need for strong Black businesses is clear:

- the unemployment rate for Black men and women aged 25 - 49 is 3 times the rate of white men and women (*ONS Annual Population Survey*)
- half of all Black-owned businesses have been trading for less than 3 years
- although there are 10,000 black-owned businesses in London, they account for just 4% of all firms in the capital and bring in approximately £4.5bn (a tiny proportion of the total income generated by businesses in London)
- a quarter of black-owned businesses faced "significant problems" gaining access to business loans and overdrafts, compared with 11% of Asian-owned and 10% of white-owned firms (*London Development Agency research*)
- 68% aspire to start their own businesses and generate economic success (*Department for Communities and Local Government, 2013*). However only 4% of Black people in the UK actually go on to start businesses (*Cameron, 2010*)

Our (B.I.G.) Black-Owned Business Programme (Build. Invest. Grow) programme consists of 12 core business modules, covering sales & marketing to how to grow your business whilst also buying Black.

"Be Black, Buy Black, Think Black, and all else will take care of itself!" Marcus Garvey

TIMETABLE OF THE PROGRAMME

Thursday 24th January 2019 @ 6:30pm - 9pm
OPEN DAY: Mindset of an Entrepreneur & Registration for the Programme

Thursday 7th February 2019 @ 6:30pm - 9pm
MODULE 1: Business Audit: Where You are Right Now?

Thursday 28th February 2019 @ 6:30pm - 9pm
MODULE 2: Develop Your Business Brand

Thursday 14th March 2019 @ 6:30pm - 9pm
MODULE 3: Create an Outstanding Customer Experience

Saturday 30th March 2019 @ 11am - 4pm
MODULE 4: Supercharge Your Sales & Marketing

Saturday 13th April 2019 @ 11am - 4pm
MODULE 5: Master Your Finances

Thursday 25th April 2019 @ 6:30pm - 9pm
MODULE 6: Operational Efficiency & Making Your Admin work for you

Thursday 9th May 2019 @ 6:30pm - 9pm
MODULE 7: Your Business Network is Your Business Net Worth

Thursday 23rd May 2019 @ 6:30pm - 9pm
MODULE 8: Buying, Selling, and Investing Black successfully

Thursday 6th June 2019 @ 6:30pm - 9pm
MODULE 9: How to Be an Effective Leader

Thursday 20th June 2019 @ 6:30pm - 9pm
MODULE 10: Communication is key

Saturday 6th July 2019 @ 6:30pm - 9pm
MODULE 11: Growth

Saturday 20th July 2019 @ 6:30pm - 9pm
MODULE 12: Business Plan & Presentation Day

"Focus! People try to do too many things at once and then don't succeed. Do something we'll instead" Kanya King MBE

INFORMATION

Who is this programme for?

This programme is for men and women, who are entrepreneurs building a Black owned business in the UK. You will need to be able to commit to attend the full programme.



Where will the programme be delivered?

London Southbank University,
103 Borough Road,
London,
SE1 0AA



What is involved in the Black Owned Business Programme?

- 12 Modules with interactive activities, videos, and practical business exercises
- Checklists, Handout Notes, Cheat Sheets, and useful facts & stats
- Business Plan templates
- Entrepreneur Resources - apps, blogs, websites, videos and podcasts you should know
- Networking with entrepreneurs & investors
- Invitation to be certified for the 100 Black Men of London Black Owned Business Charter
- Mastermind Group of other Black Owned Business Owners



How do I enrol in the B.I.G. Black Owned Business Programme?

To make sure each entrepreneur gets maximum time and attention from our trainers, there are only 15 places available on our programme.

To enrol, please complete our application form as soon as possible.

Click here to apply: <https://www.surveymonkey.co.uk/r/5C9F327>

What does the B.I.G. Black Owned Business Programme cost?

£100



THE MODULES

MODULE 1: Business Audit: Where You are Right Now?

(What's covered in this module?)

A deep dive to look at the current state of your business (or your idea)

Test the strength of business with our Black Owned Business Audit Matrix

Pitch the concept of your business to the group and get honest & constructive feedback from your peers

Assess your branding, customer service, sales, marketing, finances & accounts, operations & administration, your network & influence, leadership & management, communications, growth strategy and more...

MODULE 2: Develop your Business Brand

(What's covered in this module?)

What is your business brand?

Is your brand cohesive & consistent at every level (online & offline)?

Does it stand out above your competitors?

Does it resonate with your customers?

Do you use the fact that your business is Black-Owned? Should you? How?

How to develop a brand story that your customers will love

How can being Black-owned be used to increase your profits?

Score the current strength of your brand with our Brand Assessment Checklist

Update your brand with our Brand Development Master Planner

MODULE 3: Create an Outstanding Customer Experience

(What's covered in this module?)

Learn the difference between customer service & customer experience?

Assess the strength of your current customer journey with our Customer Experience Checklist

Discover the 3 fundamental elements of great customer experience

Learn why Apple can charge far more than Samsung for the same product

How to benefit from customer complaints.

The Key Metrics to measure the success of your customer experience

10 facts & stats you need to know about customer experience

Update your customer experience with our Customer Experience Master Planner

MODULE 4: Supercharge your Sales & Marketing

(What's covered in this module?)

Why people buy

Why people aren't buying from you?

The Top Three mistakes entrepreneurs make with their marketing

Create an awesome Elevator Pitch for your business

Score the effectiveness of your current sales & marketing strategy

The Key Metrics to measure the success of your sales & marketing

How to create a self-sustaining sales machine

Update your sales & marketing with our Sales & Marketing Master Planner

MODULE 5: Master your Finances

(What's covered in this module?)

The Top 3 mistakes most small businesses make with their finances

Understand your balance sheet, cash flow statement, profit & loss report, revenue forecast, profit margins

Accounting software recommendations

Simple changes to improve your cash flow

How to cut spending without cutting your business

The Key Metrics that reveal the financial health of your business

Get your books in order with our Finance & Accounts Master Planner

MODULE 6: Operational Efficiency & Making Your Admin work for you

(What's covered in this module?)

How poor operational efficiency destroys profit

Discover the 6 key elements of good business administration:

Paperwork (contracts, policies etc)

Governance (tax, accounts, company articles etc)

Systemisation (operational manuals, templates, processes, etc)

Internal communication

Protection (insurance, backups, copyright, trademark etc)

HR (staff administration etc)

Get your admin in order with our Business Admin Master Planner

MODULE 7: Your Business Network is Your Business Net Worth

(What's covered in this module?)

The 5 Key Networks you must build and nurture

Why you must build your network to grow your business

How to grow your influence to protect your business from threats

Networking events and how to get what you need out of them

Plan your networking strategy with our Grow Your Network Master Planner

MODULE 8: Buying, Selling, and Investing Black Successfully

(What's covered in this module?)

Discover the true value of the Black pound to your business

How to find great Black talent to work with

The Black Owned Business Charter and how to get certified

Investing successfully in other Black Owned Businesses for your business

Using the fact that you are Black Owned to increase your business profit

The Impact of successful Black businesses on the Black community

Getting your business ready to be passed on to your children

Develop your strategy with our Buying Black Master Planner

MODULE 9: How to Be an Effective Leader

(What's covered in this module?)

The four fundamental elements of great leadership

Difference between a manager and a leader

Leadership Skills Audit - to assess your current leadership skills

How to build an amazing team from scratch

What, when, and how to practise to become a great leader for your business

MODULE 10: Communication is Key

(What's covered in this module?)

The Top 3 mistakes Black businesses make with their communication

The hidden impact of poor communication on your business profit

How to be a great communicator

Tools & resources to maximise the impact of your communication

Communication Audit Checklist: Assess the current state and impact of your business communication

Develop a comprehensive communication strategy (offline and online) with our Communications Master Planner

MODULE 11: Growth

(What's covered in this module?)

Why your business must grow or die trying

Eliminate the Top 3 factors that hold back your business

Discover the Five Levers of sustainable business growth

How to get your business investment ready

Finding investors

Develop your growth strategy with our Business Growth Master Planner

MODULE 12: Business Planning & Presentation Day

(What's covered in this module?)

Create a comprehensive 5 year business plan

Mastermind Group: Get feedback from your peers on your business plan

Pitch your Business Plan to potential investors

Certification for completion of the programme

Communication Audit Checklist: Assess the current state and impact of your business communication



100 Black Men of London

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