

A person's hands are shown holding a globe of the world. The person is wearing a red sleeve. The background is a bright, hazy sunset over a green field. The globe is the central focus, with the person's hands supporting it from below and the side. The text is overlaid on the right side of the image.

The Export Grower Centre

*Innovative training and support to help
you grow your export*

How the Export
Grower Centre
can help making
your export more
vibrant, visible
and viable...

Why the **Export Grower Centre**

- An increasing number of businesses of all shapes and sizes are looking for growth outside their home markets
- Some new companies might already be born global from day 1 but still need to keep evolving and stay on top with the ongoing global changes
- Businesses must focus on developing an enterprise and innovation culture throughout the whole organisation
- It's all about being customer-centric; able and agile in all aspects of the business, from the technology and processes used, the business model, packaging (getting rid of plastic!) and the way we communicate with markets and consumers

Introducing the Export Enterprise Centre – at the heart of your business



In the centre of your business, there has to be a focus on breaking down barriers, developing an open culture, be able and agile. We call it the Export Enterprise Centre ('EEC')

The role of the EEC function is to develop:

- ✓ an enterprising and innovative culture
- ✓ capacity
- ✓ and capability of your business

- Your culture also has a strong impact on your organisation's attitude towards export – is export a key member of the team or a substitute you only bring in when you need 'a bit of extra business'. (Yes, I've heard that being said by a CEO). Also, it will help you break down those silos that exist in so many businesses and gradually introduce a more integrated organisation which can make better, more qualified decisions, quicker
- The EEC will also help you to determine to what degree your business is a 'box shifter or a brand builder'. As the name 'box shifters' implies these businesses just want to get products out of the door, using promotions and deals galore. The 'brand builder' thinks more long term and has a clear picture of where they are trying to get to
- The role of the EEC is to help develop an enterprise and innovation culture throughout the whole business. It means being customer-centric and able and agile in all aspects of the business, from the technology and processes used, the business model, packaging (getting rid of plastic!) and the way they communicate with markets and consumers

The Export Enterprise Scorecard

Optimum Export, the creators of the Export Enterprise concept have developed the Export Enterprise Scorecard where you can

- ✓ Communicate what you are trying to accomplish
- ✓ Align the day-to-day work that everyone is doing with strategy
- ✓ Prioritise projects, products, and services
- ✓ Measure and monitor progress towards strategic target(s)

Optimum Export will help you build a bespoke scorecard for your business where you can set, track and achieve your key business strategies and objectives.

Once your Export Enterprise strategies are deployed and tracked through what we call the Four Legs of the Export Enterprise Scorecard

These four legs are made up of four distinct business perspectives:

- Product lifecycle
- Consumer engagement
- NPD
- Channels and delivery

Blended learning through the Export Grower Centre

Every business is at a different stage on their export journey, so we offer bespoke training and support suited to your needs

Delivered through

- One-to-One sessions or bespoke project work
- Workshops within the company
- Consultancy; an all-round review of the key aspects of the international opportunities around you

How to stay in the #growexport loop

- Monthly newsletters and blog updates
- LinkedIn group and web forum
- Frequent webinars and e-books to your own computer



The Export Grower Centre

Innovative training and support to grow your export

The Export Grower Centre provides innovative training and support in these three key areas

1.

New to export,
starting the export
journey



2.

Existing exporters,
wanting to further
grow their export



3.

Export Enterprise,
optimised growth
development and
keeping ahead



The three modules are based on best practice, research and innovative approaches.

We also appreciate that this is a fast-moving world and therefore we will constantly seek to learn, improve and develop the content and the way the programme is delivered.

Innovative training

Whether you want to run a half-day or full-day event within your business or set up an external workshop for businesses, contact us to find out how we can help you grow your business internationally successfully

- Lots of learning from global successes and failures
- Thoughts, tools and to-dos
- Practical advice
- Driven with lots of focus on growing export
- Examples
- Tips
- Check lists
- Jargon-free

Module 1

New to export, *starting the export journey*



This module will cover:

- ✓ Getting ready for export...How to get the culture and skills right
- ✓ Researching overseas markets and consumer trends
- ✓ Which markets and when...Getting on the right stage of the product/category lifecycles in the different markets
- ✓ How best to enter the market, an overview of all the routes to reach the end-users
- ✓ Developing the right products and propositions for export
- ✓ Getting the pricing structure right
- ✓ Documents and logistics...
- ✓ Legal aspects...Agreements, copyright trademarks

Module 2

Existing exporters, wanting to further grow their export



This module will cover:

- ✓ Researching existing and new overseas markets and consumer trends movements
- ✓ Which markets can be grown...Getting it on the right stage of the product/category lifecycles in the different markets
- ✓ Developing the right products and propositions for new markets, review existing markets developments
- ✓ Working with the channels and partners Complete review of existing markets and partners. Benchmark for new markets and channels
- ✓ Digital communication and social media platforms...Develop, review and learning to help shape the future trends
- ✓ Review existing Pricing and margins
- ✓ Documents and logistics...
- ✓ Legal aspects...Agreements, copyright trademarks

Key for further growth: Learning from your global successes and failures

Module 3

Export Enterprise, developments and keeping a step ahead

Setting up the Export Enterprise structure within the company

Structure to include:

- ✓ Review and look at existing and new overseas market models
- ✓ Developing the right products and propositions for new markets, review existing markets developments
- ✓ Working with the channels and partners Complete review of existing markets and partners. Benchmark for new markets and channels...
- ✓ Digital communication and social media platforms...Develop, review and learning to help shape the future trends
- ✓ Overall review existing Pricing and margins
- ✓ Optimise Documents and logistics...
- ✓ Stay on up of Legal aspects...Agreements, copyright trademarks

Lots of learning from global successes and failures

Consultancy; an all-round review of the key aspects of the international opportunities around you

One-to-One sessions or bespoke project work

We provide help for starting, planning and growing your export

- If you are already working internationally or part of an international group, we will review or troubleshoot the current situation and look at the opportunities
- We visit your company and confidentially review your organisation. Work with the team members, from “shop floor to board room” and get a detailed picture of your company’s culture and attitude and ambitions when it comes to growing your export

The consultancy can be:

- Targeted at a particular project, you have identified **or**
- An all-round review of the key aspects of the international opportunities around you
- We then present to you what improvements/changes need to be made to really grow your export

Some of the companies we have worked with:



Our approach and formats

Workshops

- ✓ Half-day workshop
- ✓ Introducing the ethos and ideas behind growing your export
- ✓ Focus on growing and developing your reach and impact
- ✓ Three 15-minute webinars, supporting and follow up after each workshop
- ✓ Network with e-news and sharing of stories and lessons learned

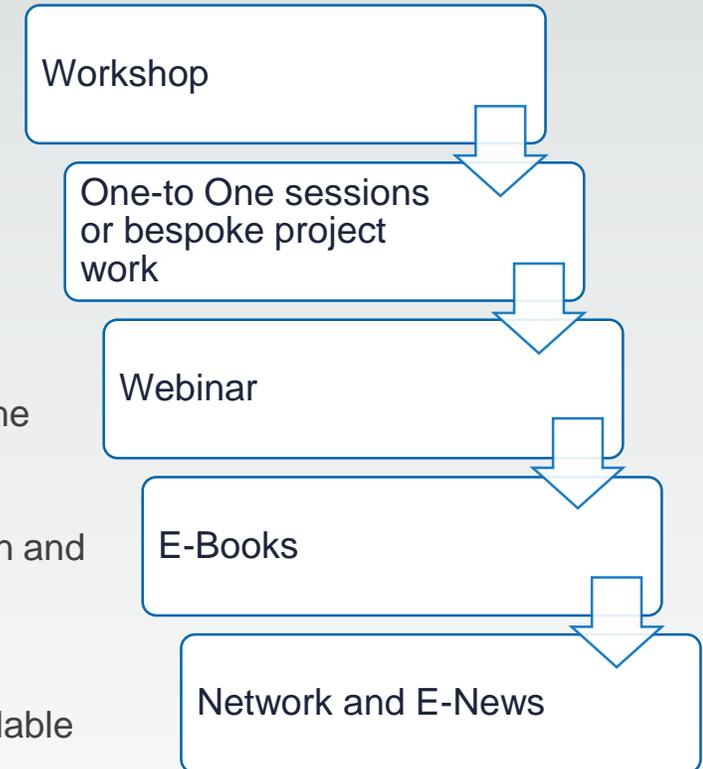
One-to-One sessions or bespoke project work

We can provide help with consultancy services for starting and planning your export journey. If you are already working internationally or part of an international group we will review or troubleshoot the current situation and look at the opportunities

We have had considerable success in developing and delivering this type of blended learning, information and work programmes, as we make sure the guidance is supported by practical case-studies. We are of course open to discussing your specific needs to ensure it aligns with your purpose.

Everyone is time-poor so we focus on providing engaging and relevant learning in bite-size chunks, available for people at their convenience.

Remember, it is for anyone who is keen to start and grow export, whether already involved or not. Accessibility to the material is crucial, so all the material and resources are jargon-free, packed with case-studies and simple action plans



No company is the same, so we offer a tailored and bespoke training, workshop and mentoring services



Who is behind the Export Enterprise Centre



Hanne-Louise Pedersen, the founder and director Optimum Export holds a MBA and CIM Marketing degree.

Born in Denmark and have lived and worked across Europe. She has worked with mainly top consumables and food & drink categories across the world.

The last 25 years based out of the UK, when not on international business trips looking after demanding global customers and retailers.

Key regions: Europe, Asia and North America

The international business experiences, knowledge and global networks are formalised into thoughts, tools and to-dos, ready to be applied to your company and help grow your export.

Some of the companies we have worked with:



Get in touch

Please call us on 07540334043 or email hlp@optimumexport.com to discuss your requirements and we will find the best solution for you to Grow your Export.

Whether you are just assessing your export potential or you are already exporting, Optimum Export offers a range of services to explore and maximise your export opportunities