



**A catalyst for SME business growth
across the West Midlands**

YOU ARE INVITED TO

**“Transformation for Growth”, an event on
entrepreneurship and transformational change,
to unlock your business growth potential**

**Featuring Jason Wouhra from
East End Foods Plc and award
winning high growth SMEs**



**Aston Business School,
Monday 22 September 2014, 5.30 for 6-8pm**

Speakers and Presentations

“Spice up your life!”

Jason Wouhra, Co. Chair of The Library of Birmingham Advisory Board, Chairman of West Midlands IoD and Director at East End Foods plc, one of the UK's top 250 fastest growth companies in The Sunday Times “Top Track 250”, shares how his family business achieved high growth, implemented transformational changes and nurtured a high receptivity for change culture.

“There is nothing permanent except change.”

Rebekah Ricketts, Financial Controller at Click Travel Ltd, an award winning Travel Management Company in Birmingham, ranked 22 in Sunday Times “Tech Track 100” in 2012, shares the lessons she has learned about leading the finance team to thrive in a fast-paced entrepreneurial environment.

“Bad Ideas and Great Opportunities.”

Pegram Harrison, Fellow in Entrepreneurship at Saïd Business School, University of Oxford and a member of the Oxford Centre for Entrepreneurship and Innovation, tells the difference between a bad idea and a great opportunity that will really power growth and ensure that SMEs engage in the right kind of change at the right time.

“Bean Counter or Business Partner?”

Gabriela Butler, Member of CIMA West Midlands committee and Transformation for Growth Project, Aston Business School, shares good practice from highly receptive to change award winning SMEs who took part in her Research Project at Saïd Business School, University of Oxford.

There is no charge. Networking and buffet served on arrival.

To register please go on the website <http://t4g.eventbrite.co.uk>

Email: info@thetransformationproject.co.uk for details about the event or Transformation for Growth Project.



Aston Business School



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