

# **Transformation for Growth – Project Launch**

**15<sup>th</sup> October 2013, 5.30 for 6.00 pm, Fazeley Studios, Birmingham**

Aston Business School (ABS), Birmingham City Council (BCC) and The Royal Institution of Chartered Surveyors (RICS) invite you to the “**Transformation for Growth**” Project Launch.

The Transformation for Growth Project provides **free of charge business advice to SMEs in West Midlands** and is part-financed by the West Midlands European Regional Development Fund Programme (ERDF) 2007-2013. The total project value is £479,276.

## **What We Will Do at the launch?**

- Be welcomed by ABS, BCC, RICS and other project collaborators,
- Learn from award winning SMEs about their success,
- Highlight the benefits of joining the project and what we will do to achieve growth
- Give you the opportunity to introduce your organisation to peers and identify your needs

## **Transformation for Growth Project Summary**

Utilising a set of transformation toolkits, the Project will act as a catalyst for **SMEs** in the **West Midlands** to identify and implement strategies for transformation and growth. Over two years, you will benefit from **bespoke free of charge business support** from a highly qualified team.

The transformation toolkits and processes are unique because they are the outcome of many years of research, collaboration with users and rigorous testing to show measureable benefits. For example, CHAMPS2 is a proven business change method originally developed by Birmingham City Council and its partners to support the delivery of its ten year, £0.75bn Business Transformation Programme. The method has since evolved into a globally recognised approach for managing business change ([www.champs2.info](http://www.champs2.info)).

## **Project Lead – Dr Michael Butler (Aston Business School)**

Michael has a track record in successful transformation, founding and directing The TRANSFORMATION Project (<http://www.thetransformationproject.co.uk/>), which has improved performance and received national recognition from the prestigious CMI and ESRC.

The event is free. To learn more about the Project book your place here:  
<https://transformationforgrowth.eventbrite.co.uk/>.

**Places on the project are limited. Please book early to avoid disappointment!**

