

Profitnet[®]

a University of Brighton **enterprise**

www.brighton.ac.uk/profitnet

A man with short blonde hair and a friendly smile, wearing a light blue checkered button-down shirt and dark trousers, stands with his arms crossed. He is positioned in the center of the frame against a dark background. Several incandescent light bulbs are suspended from above by black cords, some of which are illuminated, creating a soft glow around him. The overall aesthetic is professional and modern.

Plug into the
power of Profitnet
and watch your
business grow

**WHERE COULD YOUR
BUSINESS BE WITH EXPERT
INPUT EVERY MONTH?**

CONNECTING BUSINESS MINDS



Deana Ward
Business Development Manager

Welcome to Profitnet. For over 7 years Profitnet has been bringing together brilliant business minds to share their collective experience to problem solve and develop opportunities in their own and other member businesses.

Profitnet is a 12 month programme made up of 3 hour monthly group meetings supported by an active online community. Our diverse groups led by excellent facilitators exchange innovative and creative business solutions ranging from product development, marketing, financial planning to recruitment and staff retention. Our members describe it as *'a high level focus group'*, *'a facilitated masterclass'*, and even as *'having a group of non-executive directors working monthly on my business'*

The Profitnet programme was created by the Centre for Research in Innovation Management (CENTRIM) at the University of Brighton and has been successful for over 1,000 businesses. Profitnet's goal is to encourage business growth by putting innovation and knowledge exchange at the heart of each member's business journey. So far there have been some great results.

If you would like to connect with other business minds, share your experience and help your business to grow, then get in touch to secure your place. We look forward to seeing you at Profitnet!

Best wishes

Deana Ward
Business Development Manager

The Profitnet Team



Dr George Tsekouras



Judith Badger



Roz Buchan



Lorraine Bell

On The Cover

Michael Yeoman
Director at South Downs Solar
www.southdownssolar.co.uk

Get ready to innovate your business, your outlook and your network



The Profitnet revolution

Profitnet is not a traditional networking group - it is much more. Selected business owners and managers come together in total confidence to collaboratively address real business challenges and help each other seek new opportunities for innovation and growth.

All members have access to useful resources at the University of Brighton, including association with the Brighton Business School offering seminars on a wide variety of business issues, trends and current research. The Profitnet team will also help you to maximise opportunities within your business through student placements and projects, internships, government funded Knowledge Transfer Partnerships and other services.

We are now recruiting for the next Profitnet programme and are calling on individuals with a proven track record, who have a passion for business and sharing their expertise, to sign up their brilliant minds. Each group will have up to 15 forward thinking members.

Our success framework

The source of Profitnet's enduring strength is the groups' ability to tap into the expertise within. This is demonstrated at every monthly group meeting and is supported by our excellent facilitators. Profitnet meetings follow a proven format:

• Business presentations

All members have the opportunity to present their business as the programme progresses and the group gives constructive and critical feedback. Outcomes are continually reviewed and progress updates delivered regularly by members. Everyone benefits, gaining a wider perspective on managing change, maximising opportunities and enhancing business strategy.

"Profitnet is immensely encouraging and supportive, both on a business and personal level. It's brilliant to be in a room of business people with such a wealth of knowledge."

Debbie Orme
Clearstone Paving



• Action Learning

Action Learning is a key component of Profitnet. Members raise pressing business issues and get immediate feedback, ideas and direction from the group. Challenges are shared and discussed in a confidential environment.

• Specialist workshops

Meetings often include masterclasses covering a range of business topics from planning and strategy to social marketing and innovation techniques. These are delivered by invited experts. The sessions are specially targeted to member needs and deliver practical guidance and new skills.

Connecting business minds across multiple sectors

The Profitnet programme supports a wide range of talented organisations across diverse sectors such as:

Creative Industries	Manufacturing
Professional Services	Social Enterprise
Construction	Digital Media
Renewables	Hospitality and Tourism
PR, Marketing and Sales	HR and Training

Spotlight on recent programmes

► **91%** of Profitnet members say that the programme helped them improve their planning and strategic skills ► **72%** say they developed new innovation strategies ► **33%** have made cost savings in their businesses ► **37%** are collaborating with other members on joint business ventures ► **43** new businesses have been created

"Profitnet is not for the faint hearted! You need to be prepared to make a difference in your business. I've found it invaluable."

Louise Fenwick
Coalition Communications

STEER
ADAPT
INNOVATE
CREATE
GROW

**Teresa Howlett**

Director, Inspired Wedding Venues
www.inspiredweddingvenues.com

Inspired Wedding Venues helps clients design and coordinate a wedding day experience as individual as they are. I have a real passion for the business but knew professional help was needed to bottle my experience in order to roll it out to new venues and grow the business.

I went along to a Profitnet open evening and was impressed by the 12 month group plan and its unique approach to supporting and growing businesses.

I started off alone in a spare bedroom and now have 5 permanent staff with over 25 casual staff and a bonafide office! We've quadrupled our venues and guided over 150 couples on their big day. Since joining Profitnet, Inspired Wedding Venues' turnover has increased by 300%. My Profitnet group has helped me every step of the way.

Every month I walk away with new ideas to implement in my business. My group is a really collaborative one with lots of business being done together. The specialist talks and workshops are also a fantastic resource.

Highlights: A real business support network - I don't want it to stop. I can't imagine my business life without it.

**Raha Danesh-Kazemi**

Director, Tanglewood Productions
www.tanglewoodproductions.co.uk

Tanglewood specialises in innovative film and video production working with the Arts Council, Brighton Festival and a cross section of business sectors and charities. In year 5 the business hit a bottleneck - we needed to expand but weren't sure exactly how.

Joining Profitnet gave us the opportunity to discuss the practical and emotional side of growing the company with other experienced business people. Our turning point was presenting our business plan. The group gave us excellent critical feedback that helped us to:

- Focus more on profitable business
- Streamline our products and services
- Bring a recommended consultant on board

Since then there's been lots of changes at Tanglewood including a new intern organised through the University of Brighton. There's also lots of new business created within the group and it's all long-term. Connecting over a long period has really created trust.

Tanglewood's second director Raphael also joined Profitnet so that we can both benefit from the experience of different groups and bring this back into the business.

Highlights: Confidentiality, honest feedback from experienced business people and the ability to talk about the reality of your business, not dress it up.

Ready to plug into the power of Profitnet?

We're now recruiting for the next Profitnet programme. If you would like to be part of the Profitnet experience then make sure to apply for membership. The benefits include:

- 12 monthly group meetings
- Business skills masterclasses
- Online Profitnet community
- Access to useful resources at the University of Brighton, including association with the Brighton Business School, giving access to inspirational seminars and informative talks on business trends and current research
- Opportunity to benefit from student placements and projects, internships, government funded Knowledge Transfer Partnerships

Membership Fees (September 2011)

£33 plus VAT per meeting payable by monthly Direct Debit

Fees can also be paid in full at the start of the 12 month programme - £396 plus VAT by cheque or credit card

For more information or to apply to become a Profitnet member contact:
Judith Badger on 07984 122 195 or email: profitnet@brighton.ac.uk or
complete the application form at: www.brighton.ac.uk/profitnet



Profitnet
University of Brighton
Exion 27
Crowhurst Road
Hollingbury
Brighton BN1 8AF