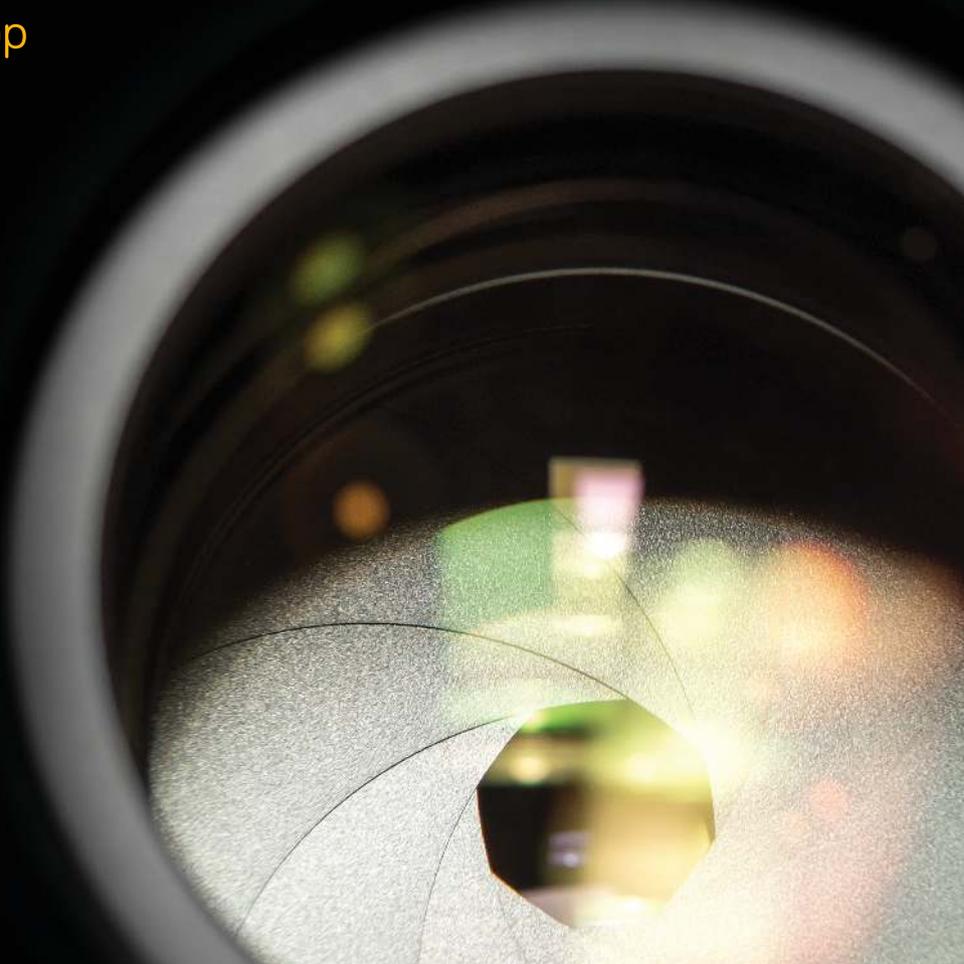
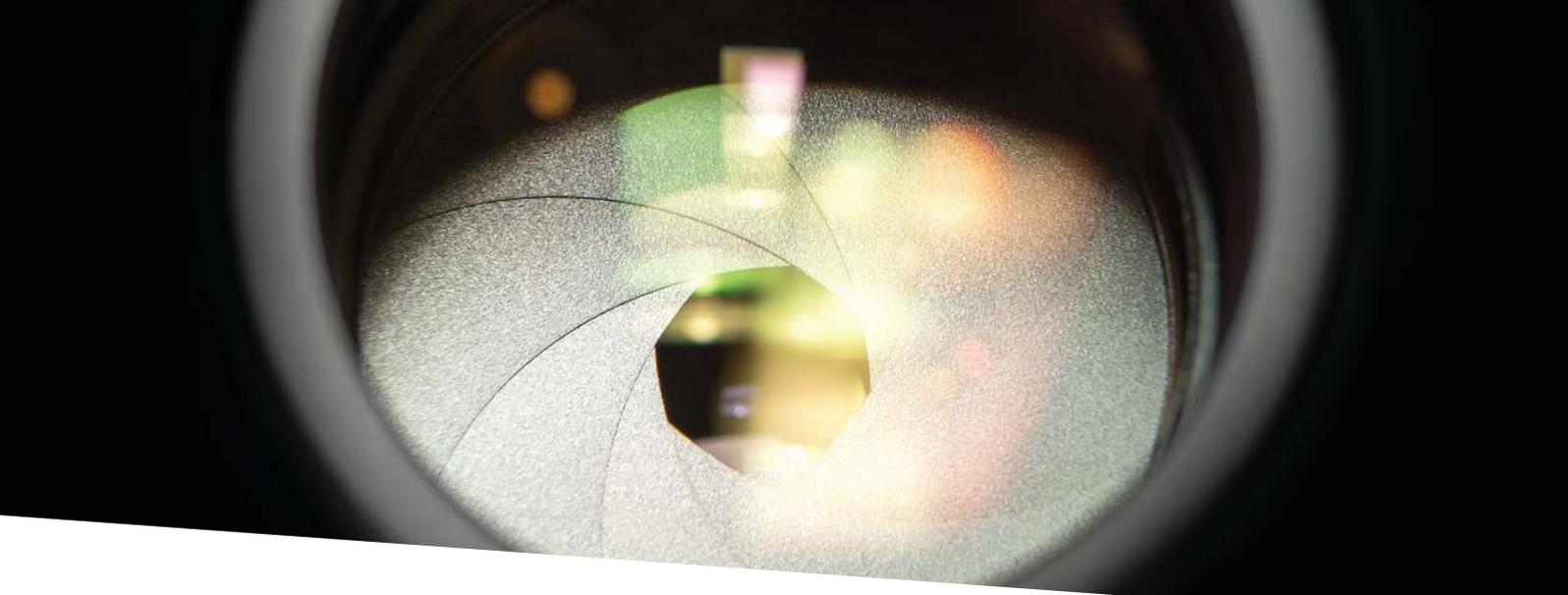


Captured

Connect Reflect Develop





Captured

FOR SMALL BUSINESSES

Are you a business owner wanting to access skills and resources to put your ideas into action? If so, we think Captured may work for you.

You may have plans for your business that you would like to talk through with others. You may have challenges that you need to address before you can move your business forward.

We know you are busy. Captured is not time away from your business - it is time dedicated to making those hours more productive.

Captured will help you explore different routes to managing and developing your business and enable you to access experienced managers from larger regional businesses to assist you in developing your plans and putting them into practice.

WHAT YOU'LL GET FROM CAPTURED

- The chance to reflect on your needs, challenges and opportunities
- Signposting to sources of support appropriate to the needs of your business
- The chance to make valuable new contacts
- An action plan to move from ideas to next steps

Places are limited and to be eligible you must run and manage a business with fewer than 20 employees. Your business can be in any sector and based in Northumberland, Tyne and Wear or County Durham.

FOR LARGER BUSINESSES

Are you committed to the economic and social development of the North East and willing to commit the time of your managers to work with small firms? If so, we think Captured may work for you.

CAPTURED OFFERS THE OPPORTUNITY FOR YOUR MANAGERS TO:

- Work with small firm owners on the development of their business
- Share ideas and expertise
- Reflect on and develop their own managerial practice
- Learn from other participants on the programme and make new contacts

HOW DOES CAPTURED WORK?

Captured consists of a series of half-day facilitated workshops over two months. Each series of workshops has a cohort of up to eight small firms.

Workshop 1: Small firms only

Small firm owners identify key areas of the business they want to lead or develop more effectively.

Workshop 2: Small firms and managers

Small firm owners and managers work to get to know each other and identify key challenges and priorities facing the small business.

Workshop 3: Small firms and managers

Small firm owners and managers focus on discussing the action plan that the small firm wants to pursue in light of their resources, capabilities and capacities.

Workshop 4: Small firms only

A month after Workshop 3, small firm owners review their progress against their action plan, identify further assistance required and reflect on their experiences of the programme.

“The Captured programme was very inspirational, providing an opportunity to learn from other small businesses whilst gaining the perspective of larger organisations.”

Sarah McCrady, Absolute Agency

“When I heard about the Captured programme, I knew it was too good of an opportunity to miss. I was keen to learn from experienced business professionals and have someone to challenge me in my thinking.”

Chris Lindon, Lindon Entertainment

Supported by



North East
Growth Hub

For more information

To find out more about how Captured could benefit your business please visit ncl.ac.uk/business-school/captured or email captured@ncl.ac.uk

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