

# design4growth

## *Your business, your future*

In the current economic climate, it is critical that you take the time to ask the following questions about your business:

- How are we doing?
- Where are we going?
- How will we get there?
- What do we need to succeed?

The answers to these key questions will enable you to make the right decisions for your business.

## *How can we help?*

Whether you're an established business or just starting up, we will guide you through our four step process called **design4growth**. We begin with a strategic review and analysis of your business to determine the current situation and finish with an organisation development plan to drive your business forward.

## *What can you expect?*

- A review of your current business
- A new or revised business strategy – including the critical success factors (CSF's) for your business
- A 3-5 year strategy deployment plan
- An organisation development plan – outlining the key business processes and competencies your business will need to succeed

## *How long will it take?*

If you're a new business, we can work with you over an agreed period to help you formulate a vision, strategy and plan. If you're already established, we can organise a series of workshops to minimise disruption. The number of days will depend on the size of your business and the scope of the project we are very flexible in our approach and often find ½ day workshops work best for Companies.

## *Is there funding available?*

Depending on your circumstances, there may be grant assistance available from Enterprise Ireland or your local enterprise board. We can help find out if you match the eligibility criteria.



## *Testimonial - EirGen Pharma Limited*

"We had reached a stage in our development where we needed some external support to help us plan our current phase of expansion. We contacted **tonic 4 business** who took us through their **design4growth** programme. Mary guided us through each stage of the process and was able to flex around our work schedules to ensure the entire management team were involved but still able to attend to the day to day business. As a result of the programme we have developed a 3-5 year business and organisation development plan which will give us great flexibility as we grow. The programme makes you sit back and examine all aspects of your business, asks all the right questions and best of all delivers a plan which will keep us focussed on driving forwards. We would highly recommend the programme for both start-ups and for existing businesses."

**Patsy Carney,**  
Managing Director  
EirGen Pharma

**Tom Brennan**  
Technical Director  
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## *To find out more, please contact:*

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