

HELP TO GROW

MANAGEMENT ESSENTIALS

MARKETING GUIDE



Funded by
UK Government

Delivered by



INTRODUCTION

Developed by accredited experts at the Small Business Charter, [Help to Grow: Management Essentials](#) is a government funded, online course that introduces SMEs to the essential business concepts for sustainable growth. It's a flexible, self-paced course that consists of bite-sized videos and resources.

Help to Grow: Management Essentials is designed for SME business leaders, owners, senior managers or decision makers, the course will inspire you to start thinking more strategically about your business. You may also find it useful if you are in the early stages of starting a business, or are looking for a business leadership course to help you develop your skills as a future leader.

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This **Marketing Guide** has been created to give you an introduction to Help to Grow: Management Essentials, and a selection of promotional assets you can use when promoting it to your networks. If there is anything you need that is not included, please contact us on htgm.stakeholders@smallbusinesscharter.org

- Introduction
- Social media graphics and copy
- Newsletter copy
- Digital leaflet
- Contact

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SOCIAL GRAPHICS



[Social Graphic 1](#)



[Social Graphic 2](#)

Please click links to download the Help to Grow: Management Essentials Social Graphics for LinkedIn, Facebook, Instagram and X

SOCIAL GRAPHICS - COPY

LinkedIn, Facebook and Instagram

Graphic 1

Are you an SME looking for fresh ideas to grow your business?

Discover Help to Grow: Management Essentials — a fully-funded online course packed with practical tools, expert resources, and innovative strategies to help your business thrive.

-Learn at your own pace

-Build your leadership skills

-Start today

#SMEs #BusinessGrowth #HelpToGrow #LeadershipDevelopment

Graphic 2

Flexible learning for busy SME leaders

Take control of your business journey with a fully-funded online course that you can complete at your own pace.

Start today with Help to Grow: Management Essentials.

#SMEs #BusinessGrowth #FlexibleLearning #HelpToGrow

SOCIAL GRAPHICS - COPY

X

Graphic 1

Ready for some inspiration?

Join *Help to Grow: Management Essentials* — a free online course with packed with tools, resources and ideas.

Start today

#HelpToGrow #SMEs #BusinessGrowth #LeadershipSkills

Graphic 2

Are you a busy SME leader?

Take control of your business journey with *Help to Grow: Management Essentials* — a free online course you can do at your own pace.

Join today

#HelpToGrow #SMEs #FlexibleLearning #BusinessGrowth

Newsletter Copy

[Help to Grow: Management Essentials](#) is a free, self-guided, online course that introduces you to the essential business concepts required for sustainable growth.

The course is structured into three practical modules, each featuring bite-sized videos, real-world case studies, and actionable resources to help you apply new ideas directly to your business.

For more information click [here](#)

HELP TO GROW.

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DIGITAL LEAFLET

HELP TO GROW.
MANAGEMENT ESSENTIALS

**TAKE THE
FIRST STEP
TO GROWING
YOUR
BUSINESS**



Help to Grow: Management Essentials is a fully-funded, online course designed to equip SMEs with the tools to drive sustainable growth.

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 SMALL
BUSINESS
CHARTER

WHY REGISTER?

- **SELF-GUIDED LEARNING**
Learn at your own pace with no pressure.
- **GROWTH-FOCUSED CONTENT**
Master the core business concepts essential for scaling your business.
- **BITE-SIZED FORMAT**
17 short, engaging videos with supporting resources — perfect for busy schedules.
- **REAL-LIFE CASE STUDIES**
Gain insights from real businesses and apply practical strategies to your own.
- **GUIDANCE & SUPPORT**
Access resources and business support services to help you take the next step.

Visit:
[Smallbusinesscharter.org/help-to-grow-management-essentials](https://smallbusinesscharter.org/help-to-grow-management-essentials)

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Contacts

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