Garnet
Garnet Global Training Center

GGT-ER-129

Entrepreneurship, SMEs & Family Business

SME Growth Strategy

استراتيجية نمو المشروعات الصغيرة والمتوسطة

Duration	Language	Formats	Hours	Level
5 or 10 days	**English or Arabic**	**Classroom, online, in-house**	**35 / 70**	**Leadership & strategy**

Overview

SME Growth Strategy develops the judgement, influence and decision-making leaders need when the stakes are high. Start, grow and govern businesses, from first idea to family succession. It runs as a 5-day or 10-day program in English or Arabic, in classrooms in Dubai, Riyadh, Cairo, London, Istanbul and other cities, or live online, and can be delivered in-house.

What you will be able to do

- Set direction and priorities for SME Growth Strategy in your organisation.
- Lead change and handle resistance constructively.
- Influence boards, peers and external stakeholders.
- Balance short-term results with long-term value.
- Build a personal leadership agenda for the next year.

Who should attend

Founders, SME owners, family business members and innovation managers. It is aimed at managers and executives who set direction and are accountable for results.

Key topics

- Business models and planning
- Funding and investors
- Growth and scaling
- Governance and succession
- Digital go-to-market
- Financial basics for owners

Formats and fees

5-day classroom	**USD 4,750**
5-day online	**USD 2,950**
10-day classroom	**USD 8,950**
10-day online	**USD 5,450**
In-house	**Quotation per group**

Fees per participant, excluding VAT.

Register or ask

WhatsApp: +971 56 674 7382

Email: info@garnettrainings.com

Training: training@garnettrainings.com

Web: garnettrainings.com

Sharjah Publishing City Free Zone, Sharjah, UAE

Certificate

Participants who attend at least 90% of sessions and complete the final assessment receive a certificate of completion stating 35 contact hours (5-day) or 70 contact hours (10-day).

5-day outline

Day 1 Strategic context of SME Growth Strategy
- Growth and scaling
- Checklists and templates to take away

Day 2 Setting direction and priorities
- Governance and succession
- Digital go-to-market

Day 3 Leading people through change
- Financial basics for owners
- Group discussion and peer review

Day 4 Decisions, risk and stakeholders
- Business models and planning
- Measurement and reporting

Day 5 Leadership commitments and action plan
- Funding and investors
- Hands-on workshop on a workplace challenge

10-day outline

Day 1 Strategic context of SME Growth Strategy
- Growth and scaling
- Checklists and templates to take away

Day 2 Setting direction and priorities
- Governance and succession
- Digital go-to-market

Day 3 Leading people through change
- Financial basics for owners
- Group discussion and peer review

Day 4 Decisions, risk and stakeholders
- Business models and planning
- Measurement and reporting

Day 5 Leadership commitments and action plan
- Funding and investors
- Hands-on workshop on a workplace challenge

Day 6 Advanced techniques and specialist practice
- Complex cases in depth
- Common mistakes and how to avoid them

Day 7 Digital tools, data and automation
- Analysis tools and software
- Using AI in this field

Day 8 Benchmarking against international practice
- Global performance benchmarks
- Regional and international case studies

Day 9 Capstone project
- Analyse a real challenge from your organisation
- Build the solution and implementation plan

Day 10 Presentations, final assessment and certificates
- Project presentations and review
- Final exam and certificate award

Schedule 2027–2030

Dates	Format	City	Language	Fee (USD)
21 Mar – 1 Apr 2027	10-day classroom	Riyadh	Arabic	8,950
11–15 Apr 2027	5-day classroom	Kuwait City	English	4,750
7–11 Jun 2027	5-day classroom	London	English	4,750
6–10 Dec 2027	5-day online	Live online	English	2,950
3–14 Jan 2028	10-day classroom	Amsterdam	English	8,950
13–17 Mar 2028	5-day classroom	Casablanca	Arabic	4,750
21–25 May 2028	5-day classroom	Jeddah	Arabic	4,750
11–22 Dec 2028	10-day online	Live online	Arabic	5,450
14–25 Jan 2029	10-day classroom	Riyadh	Arabic	8,950
5–9 Mar 2029	5-day online	Live online	English	2,950

Dates	Format	City	Language	Fee (USD)
2–6 Apr 2029	5-day classroom	Paris	English	4,750
20–24 Aug 2029	5-day classroom	Barcelona	English	4,750
21–25 Jan 2030	5-day classroom	Vienna	English	4,750
1–5 Apr 2030	5-day classroom	Singapore	English	4,750
1–12 Jul 2030	10-day classroom	Casablanca	Arabic	8,950
19–30 Aug 2030	10-day online	Live online	English	5,450

Customised and in-house versions of this course are available on request. garnettrainings.com/en/customise/