



# Welcome to the Scale-up Leaders' Academy

Great entrepreneurs are not great because they started a company, they're great because they were able to scale it.

They run businesses with established growth strategies and scalable business models, meaning they're not only much more likely to survive, they will thrive.

Scaling-up isn't easy for any business. It takes planning as well as strong leadership and management skills. There will be an increase in the number of employees, customers, products and services provided, as well as the possibility of multiple locations to operate.

The Scale-up Leaders' Academy delivers practical advice in a compelling and easy to understand way. Exploring what it means to scale-up, it will prepare you to face the challenges of business growth and help you to build an actionable plan that will achieve your goals.

Divided into six sections, the Academy will not only help you to avoid costly mistakes, it will show you how to put some simple ideas into practice that will transform the way you work.

Since the Academy's launch in 2017, we've helped 60 entrepreneurs across the North East to focus on achieving sustainable high growth by creating a blueprint for future business success.

## INTRODUCTION

Scale-up Leaders' Academy 2025

The most recent cohort rated the Academy 9.4/10 and raised their revenue projection by an average of 10% based on what they'd learned in the Academy.

By bringing together experienced entrepreneurs, business leaders, specialists and coaches, we will help you to grow faster, in a supportive environment where you will openly share your experience and make valuable new connections.

We look forward to working with you over the next coming months and to helping you develop the skills and knowledge needed to take your business to the next level. If there's anything you need from us, please don't hesitate to get in touch.

**The Entrepreneurs' Forum Team**

**“First mover advantage doesn't go to the company that starts up; it goes to the company that scales up.”**

**- Reid Hoffman**