

# Scottish Enterprise Rural Leadership Programme



Are you the  
**VERY BEST**  
you can be?

An inspiring virtual leadership development programme

## ABOUT THE PROGRAMME

We are living in unprecedented times when the business environment is affected, and perhaps changed for ever, by the twin uncertainties of Covid19 and Brexit. Businesses will need strong leadership if they are to get through a period of intense change and take advantage of opportunities that will arise in future.

Now in its 14th year and with over 630 graduates, the Scottish Enterprise Rural Leadership programme is designed to equip rural business owners and managers with the confidence and skills to make bold decisions and to get the best from themselves, their business and their team.

**JOIN 630  
GRADUATES**

Through an engaging interactive format, Scottish Enterprise Rural Leadership Programme (SERLP) focuses on self-development and self-awareness to empower business leaders to effectively respond to the challenges and complexities of running a business and to enact positive change in the wider rural economy.

It encourages participants to push on boundaries and to adopt an entrepreneurial mindset, build resilience, cultivate collaborative opportunities and create trusted links with industry and Government.

Led by key experts in their field, the programme includes over 40 hours of virtual workshops, team tasks, group discussion and 1-to-1 coaching sessions over six months. Run from October 2020 to March 2021, there will be four regional groups, each with 10 participants.

*SERLP is funded and delivered by Scottish Enterprise & Highlands and Islands Enterprise with facilitation from SAC Consulting*

## What's included?

Over 40 hours of interactive online workshops over six months - from late October 2020 to March 2021 - plus approximately 20 hours of work in your own time, including:



Leadership,  
Communication  
& Influencing



1-to-1  
coaching



Team working on  
rural innovation  
projects



Working towards  
achieving your  
own goals



A forum for network engagement,  
building connections & shared  
programme materials.



“ Having completed the course, I feel I have a renewed sense of **AMBITION AND OPTIMISM** about the future of my business, and I feel better equipped to bring about the changes necessary to realise that ambition. ”

“ It’s such a **POWERFUL NETWORK**. I know I could pick up the phone – and do - to any fellow Rural Leader for advice or to bounce an idea. ”

## Why apply?

- 
**EXCEPTIONAL TRAINING**  
 Inspiring leadership and personal growth
- 
**ESSENTIAL TIME “AWAY”**  
 To reassess your business and objectives
- 
**SUPPORTIVE PEER GROUP**  
 Become part of a trusted peer group to explore ideas
- 
**POWERFUL CONNECTIONS**  
 Unique and powerful connections to the policy and changemakers of Scotland
- 
**ONGOING NETWORK**  
 SERLP keeps giving with ongoing networking, business development and learning journeys.



### INTERNET

It is essential to have good broadband connection.



### BUSINESS SIZE

Priority will be given to those involved in small- to medium-sized rural enterprises.

## Do you...

...think you don't have time?

...have an entrepreneurial growth mindset combined with a desire and willingness to step up even during these challenging and unprecedented times?

...and have a strong desire to improve Scotland's rural economy and communities?

We are seeking rural leaders or key employees who have ambitions for the future of their business and recognise the need to change their business model, learn new skills, embrace digital technologies and a new way of working, and respond to their customers' needs. Our programme is designed especially for busy people and the virtual format means time away from your business minimal.

## Find out more

Join one of our introductory webinars to find out how SERLP could benefit you and hear more from the facilitators and leadership coaches. We highly recommend doing this.



8pm



8pm



1.30pm

All dates & times provisional

Contact [ailen.carr@sac.co.uk](mailto:ailen.carr@sac.co.uk) to confirm your attendance and receive joining instructions.

## Participant fee & apply

The majority of the costs are covered by Scottish Enterprise and Highlands and Island Enterprise with participant fees set at £400+VAT.

To register your interest or have a discussion about eligibility, contact: General enquiries - Aileen Carr, 01307 464033, [ailen.carr@sac.co.uk](mailto:ailen.carr@sac.co.uk)

### Contact facilitators for more detail on programme:

Highland – Siobhan Macdonald, 07979 245880, [click here to email Siobhan](#)  
 North East – Kirsten Williams, 07798 617293, [click here to email Kirsten](#)  
 East/South East – Iain Riddell, 07884 118208, [click here to email Iain](#)  
 South West – Robert Ramsay, 07826 860441, [click here to email Robert](#)

**DON'T DELAY!**  
 Previous programmes have been oversubscribed.

## Application deadline

Monday 31st August 2020.