



Planning for business growth?

PwC Scale Up Workshop

27-28 May 2019, PwC Tower, Auckland

PwC Scale Up Workshop provides answers to the most important challenges facing business owners.

This is an interactive and hands-on two day workshop covering the most important elements for ambitious business owners to successfully scale their business up for growth. If you own a sound, established business wanting to manage double digit growth, this workshop is tailor-made for you.

We believe that helping good businesses grow to become great businesses will underpin New Zealand's long term relevance in the global marketplace, which in turn provides a better future for our kids.

PwC Scale Up Workshop will answer your questions on:

- Learning how to attract more customers and the secrets to retaining them.
- The most important fundamentals I should focus on to grow my business.
- Drawing insights and making smarter decisions from my business data.
- Understanding how my customers think and their buying behaviours.
- Which digital technology is right for my business and how to implement it successfully to scale
- The impact on businesses in the modern age of a digitally connected global and local marketplace.



www.pwc.co.nz/scaleup

Click [here](#) to find out more about the next Auckland workshop



“There was real value to take away from the PwC Scale Up Workshop. The speakers had insightful topics that we can apply to our business”

Carl Arnold,
Owner, Kitchen Mania

“PwC Scale Up brought life to what was previously another language”

Hayley Molloy,
Owner, Molly Woppy

“Great speakers, very knowledgeable in their area of expertise and facilitated a very valuable session”

Peter Seipp,
Managing Director,
Seipp Construction



Two day workshop

Includes a subsequent private consultation session with a PwC business advisor to broaden your framework and to apply the learnings successfully into your business.

Cost:

\$1750 (excl GST) for up to two people to attend from each business.

Tea breaks and lunches are included. Car parking at AT Downtown carpark is included.

Venue

Level 22
PwC Tower
188 Quay Street,
Auckland City

Date

27-28 May 2019

Agenda and topics

Day 1

9.30am Commences.

- Welcome and guest keynote speaker.
- Why customer centricity is fundamental.
- The importance of understanding your customers' experiences.
- Developing your business strategy and executing it effectively.
- Building measurable and effective sales strategies.

5.00pm Networking drinks.

Day 2

8.30am Commences.

- Using design thinking to drive performance.
- Using digital technology for speed and scale.
- Making informed decisions by using data & analytics.
- Prioritising actions to grow your business.

3.30pm Reflections and close.



[Click here](#) to register for the next Auckland workshop

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