

# BUSINESS DEVELOPMENT PROGRAMME

## Why engage with this programme?

IDA Ireland is keen to support companies develop their operations in Ireland to greatly improve their strategic influence and impact on an international level.

The Business Development Programme is intended to assist in funding the cost of consultants to work with a company's Irish leadership team in addressing your strategic issues.

## This programme supports companies by;

- + Creation of a strategic direction and vision for the Irish site that adds value to HQ;
- + Development of implementation options to drive the strategy forward;
- + Identification of a transformation agenda as companies experience their existing activities becoming obsolete;
- + Responding to high risk situations.

## Who is involved and how?

Discuss your current challenges with your IDA Ireland Project Executive to see if this programme could help. Your Project Executive will seek support from IDA Ireland.

The Client leadership team needs to make a commitment to the process; complete the application form for funding support; choose the consultant and work through the agreed process until a desired outcome is achieved.

## The consultant you choose will work with you to

- Conduct a benchmarking exercise on the current organisational status of the company if appropriate;
- Explore business opportunities with the leadership team;
- Capture and further develop the opportunities with the team;
- Provide strategic thought leadership on issues presented;
- Work with the individual Irish facility general manager and other leadership team members to progress discussions;
- Facilitate the development of implementation plans;
- Work with the company as key milestones occur, these will be outlined in the agreed work programme with the client (could be quarterly).

## WHAT ARE THE OUTCOMES ON COMPLETION?

- + A clearly set out vision and strategy for presentation to HQ.
- + Implementation options for the activities and opportunities identified.
- + A Transformation Agenda where current activities are no longer an option.
- + An Action Plan to deal with high risk situations identified.

## HOW THE PROGRAMME IS GRANT AIDED

The % of funding by IDA Ireland is approved on a case by case basis up to a maximum grant of €50,000 on consultancy costs, determined by the numbers of days you need to work with the consultant. Consultant costs of up to €1,200 per day (excluding VAT) are eligible for grant aid. You can apply for this programme at any time by contacting your IDA Project Executive or contact [clientservices@ida.ie](mailto:clientservices@ida.ie)