

Bend But Don't Break!

Business Development Webinar

to help you to adapt & recover from the CV-19 crises

10am – 12pm, 7 August 2020



The symbolism of the bamboo offers good practical lessons for business in the current COVID-19 context. The bamboo's foundation is solid, and it moves and sways with the wind, never fighting against it. In time, even the strongest wind dies down, but the bamboo remains standing tall and still.

Bend but don't break and go with the natural flow is one of the secrets of success in business.

You do not have to be big and imposing to be strong. You may not be the biggest company but like the bamboo, stand tall, and believe in your own strengths. Remember too that there is strength in kindness, compassion, and co-operation.

Bamboos are one of the fastest-growing plants in the world. There will be amazing potential for development and growth in the future. But fast growth is not needed right now. How fast or how slow is not our main concern, only that we're moving forward.

This webinar will help you to 'bend but not break' and will cover the following items:

- East Midlands external analysis & business goal setting
- Case studies of businesses that did well during CV-19 & what can we learn from them?
- The business growth opportunities across the East Midlands
- How to maximise social & community impact & build back better
- Building a business case for investment
- Preparing for growth: Investment readiness
- Funding and investment opportunities
(includes top tips on securing a grant from the Social Enterprise Support Fund)

How this webinar will help you & your business

- 🎯 Strategic positioning in the market to achieve business success
- 📈 Adapt & recover from the CV-19 crises
- 🔄 Re-build the new Social Economy [build back better]

**To register for this event please email Natasha Job: n.job@case.coop
We will then send you details of the Webinar**