



Newsletter N° 4

F4BG project in France

SMEs coaching

The project Fit4BusinessGrowth has been a wonderful opportunity to focus on the topics of Wellness in Business (WB) related to High Performance Work Practices (HPWP) and High Growth Business Coaching



Within the University of Bordeaux (UB), the CRED IUT de Bordeaux has taken in responsibility this project for the implementation in France.

After the necessary international collaboration, ten local coaches have been selected and trained to the F4BG model and toolkit and prepared to deliver the F4BG accompaniment to SMEs. Once the four planned workshops ended, the participants decided to continue the meetings periodically in order to share experiences and to combine their skills when facing a special case. Seven of the trained coaches were then involved in the coaching of eighteen SMEs recruited for the program.

The activities of the recruited companies were varied: culture, engineering, web-services, and maintenance services, digital tools for health and big data, mechanics, chemistry, food industry, wine industry, product for developing countries... By the end of the program, the feedback is quite positive.

Designing the future

The University of Bordeaux gathers 3000 teachers and more than 50 000 students. The team of the CRED who has been working on the project is specialized in project management, innovation, transversality, multidisciplinary. As part of the Technological University, the CRED works with and for companies for students' internships, work/study sandwich training programs, as well as specific training for enterprises. With the University, the CRED has been working for years on innovative systems, either for training or for technical products.

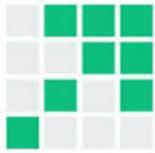
F4BG has been a great opportunity for the UB to set up a new network of coaches trained to promote and train on HPWP, WB and BGC as a mechanism for improving SMEs performance. This network is willing to continue the collaboration. Specific actions are planned, such as for instance: continue the work started with the company during F4BG and construct a short training for SMEs focusing on Wellness in Project Management.

Very recently, the project with acronym PARI has been constructed and proposed for FSE funding by the UB with the goal to set up a framework facilitating the development of innovative pedagogical actions with University and High-school students to make them succeed in their studies and/or their professional integration. With the F4BG network of coaches and SMEs, PARI project can be used for training and coaching students, teachers and enterprises for a new type of collaborative work.

To verify this principle, the final event of the project has been set up by preparing specific workshops all related to the F4BG model. Event registration demonstrated a real interest for the Fith4BusinessGrowth issue.

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F4BG Multiplier events

Fit4BusinessGrowth multiplier events have been organized in France, UK, Austria, Croatia and Bulgaria by each of the partners in June, 2017.

The **final event in France** was organized in Bordeaux by the CRED IUT de Bordeaux within a special day defined as day defined as **“Innovation Day – Wellness and Performance”**. A hundred and thirty persons attended the event: Eighty were companies and institutions, others fifty were from the University (staff and students). Two sessions of six one-hour workshops were proposed to the participants, outdoors, on a beautiful spring day:

1. Live my life: take the other's role to understand the other's posture
2. Quality of the relationship at work with OSBD
3. Humour and creativity to sort out embarrassing situations
4. Co-development
5. Confidence and self-esteem
6. Upgrade your communication to facilitate relationships

These workshops were led by the F4BG coaches and were completely in phase with the sixteen sets of practices of the Fit4BusinessGrowth Model.



manager explained how he took in consideration Corporate Social Responsibility in his management, while another presented an artistic actions led with the employees during a delicate phase of fusion between two entities. The day ended with a friendly moment of networking around a drink.

New relationships were built for future activities and collaboration in the near future. The organizers and participants were very satisfied of the afternoon and evening.

By the end of the afternoon, the participants gathered in the conference room for presentations and discussions focusing on the project Fit4BusinessGrowth, the results obtained by the coaches and the accompanied SMEs, and the exploitation of the project's results in the future. Three special guests were invited to present their experiences. After a presentation of the French framework (2013) related to the work life conditions, a



Austrian conference “Fit For Business Growth – A Coaching Model for SME” was organized at the BEST Institut für berufsbezogene Weiterbildung und Personaltraining GmbH in Vienna. The conference agenda included presentations of the F4BG project, Coaching as a tool to support SMEs and business growth, Managing manpower: Case study, Sustainability of F4BG in Austrian context. There were also open discussions and networking among conference attendees.

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A healthy debate took place as enterprises from around the UK came together at the **Fit4Business Growth final conference in the UK**, held at the Chartered Management Institute in Corby. With BREXIT in everyone's minds, business growth and productivity is one of the 'hot topics' with entrepreneurs – big and small.



Two of the main themes which were debated were: how to improve staff performance and how to make sure they are not stressed and overworked. Speaking at the conference, John Moore from Exponential commented: "With businesses and employees under pressure now more than ever to deliver more with less resource, there is clearly a place for Fit4BusinessGrowth".



The **"F4BG National Conference" in Croatia** presented final results of the project implementation in the country. The conference focus was on high growth coaching and other high performance business practices, which become more and more accepted as an effective and necessary tool in the country to nurture and build leadership capacity and employee performance of organizations. The conference explored the current state of high growth coaching in Croatia, recognized how safety and wellness in the workplace as well as high performance work practice lead to high growth, determined how the future trends in coaching will

impact participants' own organization or practice, experienced a high-growth-coaching demonstration one on one. Participants had also opportunities to collaborate and network with speakers, coaches and SMEs that were part of F4BG project and to learn about their experience. One could enjoy the video from the conference, following the link <http://fit4businessgrowth.eu/fit4businessgrowth-multiplier-events-in-five-countries/>.

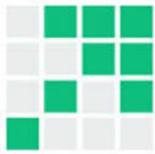


Bulgarian multiplier event - seminar "Active Business" was organized by VEDA in cooperation with the District Informational Center. There were 100 participants from business companies, local and state authorities, NGOs and informational centers from all over the country. Part of the F4BG Coaches shared their experience and case studies with the seminar attendees, raising the interest towards the F4BG Model. The presentations of Erasmus + Program and national funding opportunities for SMEs provoked the participants' interest too.

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Newsletter Story

Employers - Looking for the Secret of Success

Research, and our own logic, tells us that when people feel valued, performance and productivity is higher. Of course, the opposite is also true - when people feel undervalued and demotivated performance suffers. With today's rapidly changing economic landscape and demographic changes, it is becoming increasingly important that employers have happy, engaged and productive employees. The question is how can this be achieved?

Is Fit4BusinessGrowth the Answer

Fit4BusinessGrowth (F4BG) set out to find some solutions to help enterprises to grow and develop whilst looking after the health and welfare of their employees. During the two-years Erasmus+ project, the five F4BG project partners, developed a new business support model – Fit4BusinessGrowth – and a set of over 100 tools and resources covering ten key business practices.

The partners then trained over fifty F4BG Coaches who then engaged and supported 100+ enterprises. As a result, a network of European F4BG Coaches has been developed (see the F4BG Coach Directory - <http://fit4businessgrowth.eu/tools/coach-directory/>) and a set of case studies showing the impact of F4BG on employers throughout the UK, France, Bulgaria, Austria and Croatia (see the Employer Case Studies - <http://fit4businessgrowth.eu/tools/case-studies/>).

Here is a small selection of the feedback from directors and CEOs who took part in F4BG project:

- I van Hristov from ArtVision in Bulgaria, said:

"The F4BG Coach helped us to promote teamwork and to create a better organizational environment that enables more motivated and better performing employees"

- Thomas Boisserie, CEO of the French company, Loisirs Enchères, added:

"Benefiting from an external eye is a chance for optimizing managers' relationships with their teams, strengthening self-knowledge of each manager."

- Ed Stephens, Managing Director of UK enterprise, Shaw Stephens commented:

"The whole experience of engaging with an outside source has helped me considerably in not only the development of the company, but more importantly my and the staff's personal development. I would highly recommend F4BG to other companies"

What Next for F4BG?

With an aging population in many European countries, employers – both big and small – are having to re-think how the manage, train and support their employees.

F4BG Project Coordinator, John Moore commented:

"In addition to the economic pressures on employers there are a number of trends which are impacting on the world of work such as the digitalisation of businesses and the entry into the working population of the younger generations – often referred to as Generation Z. I believe F4BG can provide the basis of a new approach to the way businesses plan growth and manage what is one of their most important assets – the people who make it all happen – their workforce"



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