

# The Business Growth Company



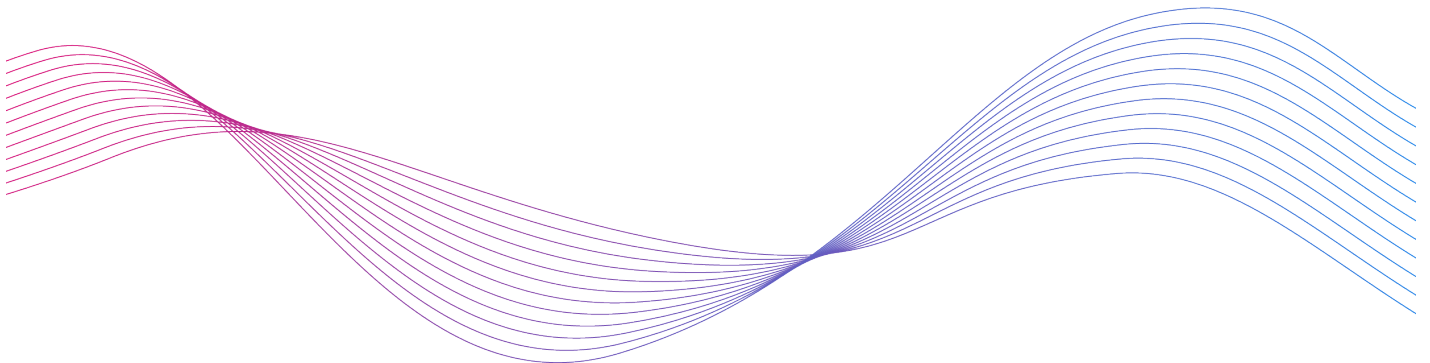
**Qirous**  
January 2025



**Mark P Goldby DL**  
Qinesis Chair

A warm hello to you all as we welcome in 2025, a year I hope where we will continue to seize the opportunities for our respective businesses but also maybe address & overcome some of our challenges too!

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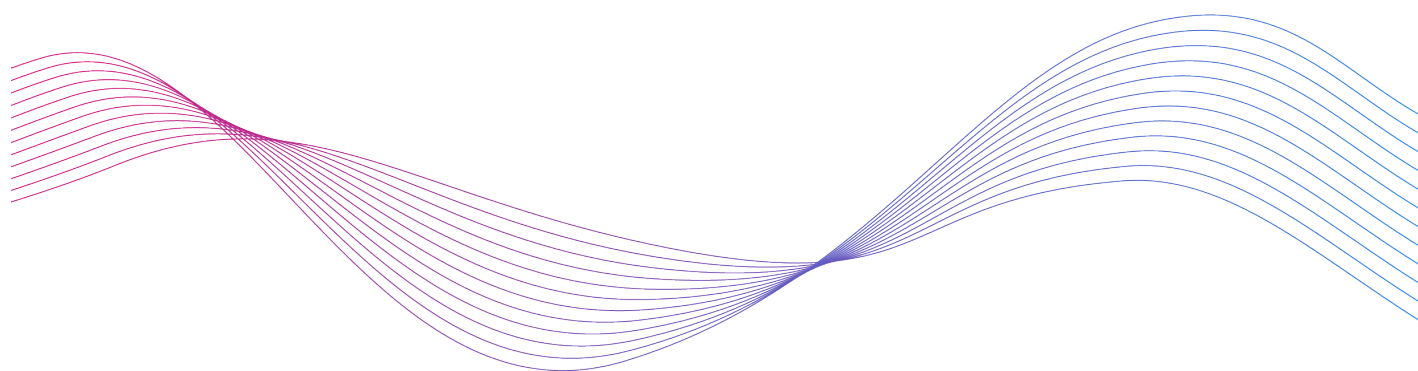
**Getting More for Less**  
**in Business**

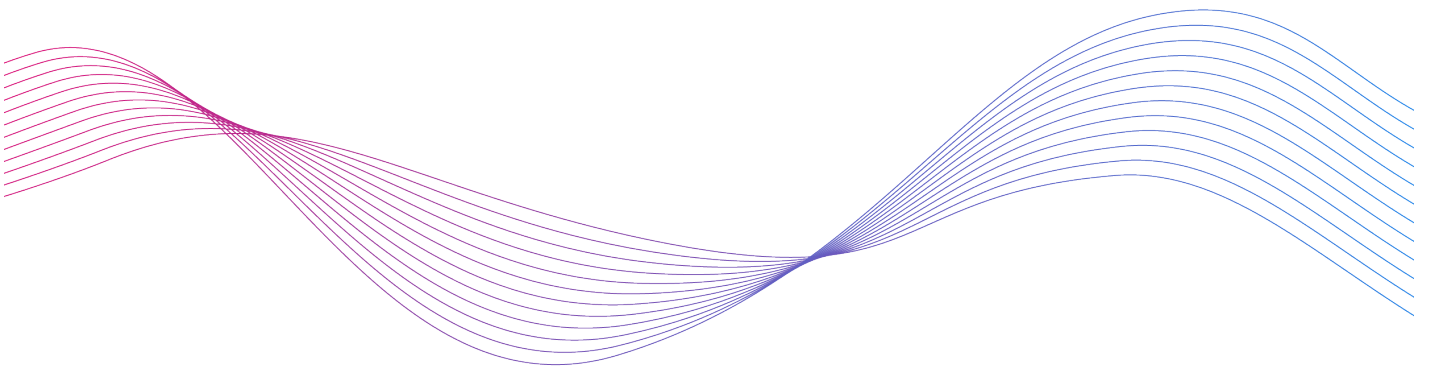
Burnout has become a silent epidemic & the relentless pursuit of results can leave many wondering: are we truly working smarter or just harder?

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**Dr Cham S Kang**  
CVO





## **What is More from Less? How Does it Apply to Marketing?**



In today's fast-paced business world, the phrase "More from Less" has become more than just a clever slogan. It is a guiding principle for organisations seeking to achieve maximum impact while using minimal resources.

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## **Lean Manufacturing:**

## **Lean Finance: Navigating Business - Critical Times**

In today's world, where budgets are tightening & competition is fierce, "More from Less" is more relevant than ever. It encourages businesses to think differently, innovate boldly, & focus relentlessly on delivering value.

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## **Innovation for**

## Efficiency in the Face of Challenges



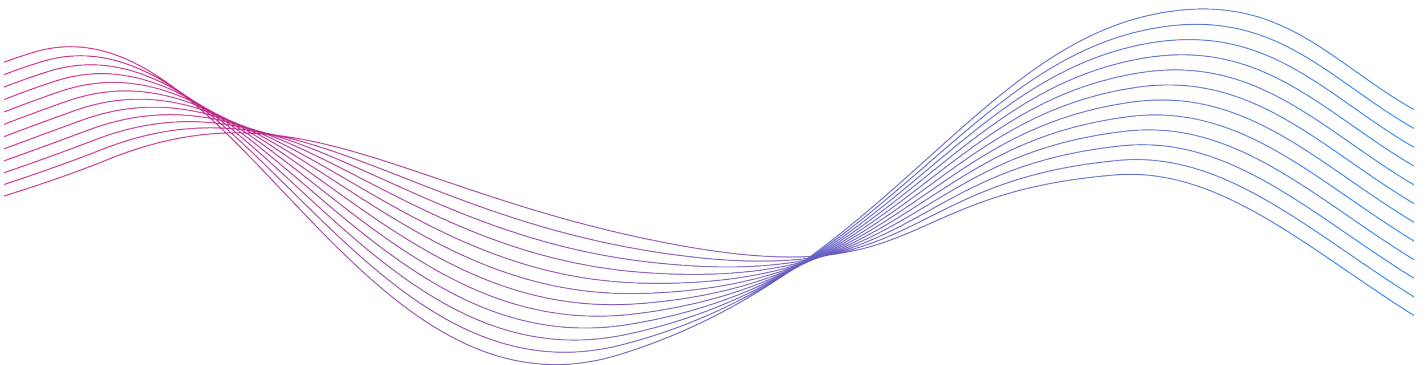
Manufacturers in the UK are confronting growing challenges, including rising operational costs, supply chain issues, & a need for greater sustainability. Lean Manufacturing offers a powerful solution by optimising processes, reducing waste, & fostering a culture of continuous improvement.

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## Business Improvement

In today's rapidly changing world, innovation is the key to long-term success. However, many organisations struggle to cultivate the culture & processes needed to innovate effectively. Developing an innovation mindset transforms businesses by encouraging creativity, collaboration, & adaptability.

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**Drive Efficiency, Reduce Waste & Maximise  
Productivity with Lean Manufacturing**





Unlock the secret to operational excellence with the East Midlands Chamber's **Lean Manufacturing Programme**. This hands-on webinar series, designed for SME owners, Directors, Senior Managers & Supervisors, offers a transformational opportunity to optimise your operations & boost profitability—no prior Lean experience required!

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## Managing Finance - Workshop



South  
Derbyshire  
District Council



Funded by  
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east  
midlands  
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Marketing is a powerful driver of growth, but in today's fast-paced business environment, it must be executed with precision. Businesses must ensure that every pound invested in marketing yields measurable results & strengthens their connection with customers.

[Register Now](#)

**Test Your Knowledge on  
Business Trends**





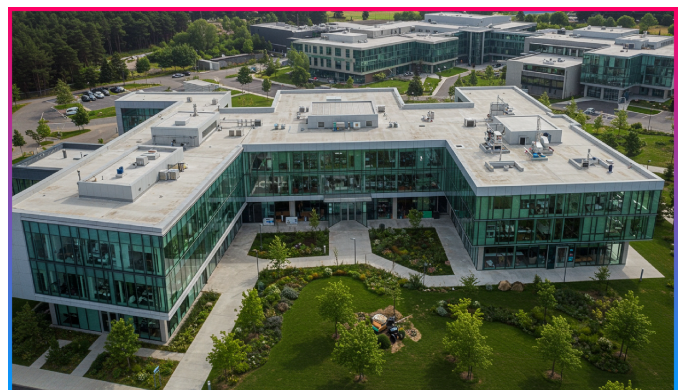
[Take the Quiz](#)

## **Maximizing Marketing to Increase Sales: Strategic Outreach for Growth**



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## **What STEM Companies Must Priorities for Sustainable Growth in 2025**



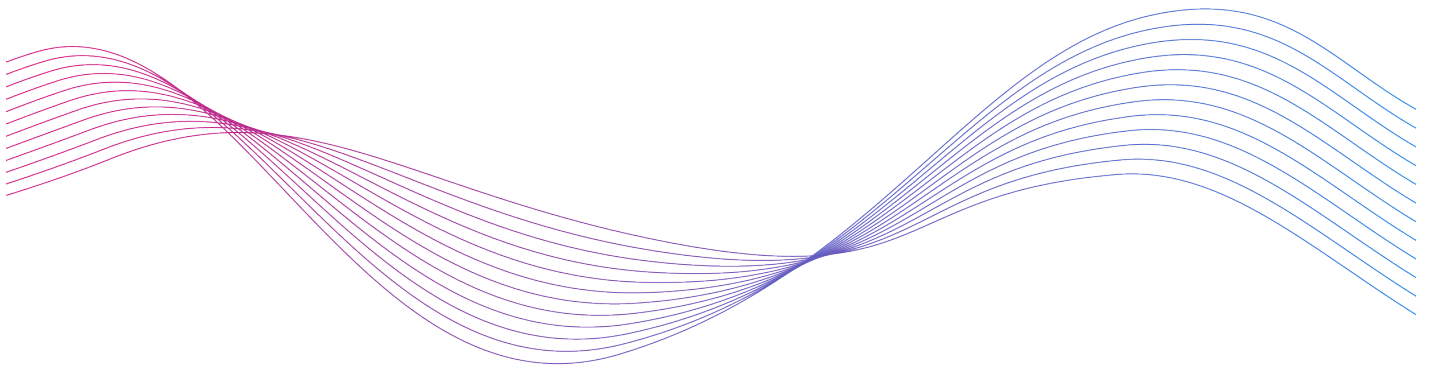
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#### Consultancy:

Management, Finance, BD, Marketing & Sales, Leadership, Change Management, Innovation, Technology, Sustainability, ESG, Strategy



#### Coaching & Mentoring:

Executive Coaching, SLT Development, Leadership, Change Management, Finance, Marketing & Sales, Sustainability, ESG ...



#### Training:

Bespoke to clients needs

Professional Development, Mini MBA, Operational Excellence, Customer Service, Digital Marketing, Director Development, Sales, Innovation, Finance, Leadership, Wellbeing, Marketing, Sustainability, ESG, HR...



#### Governance:

Training, Qi Board, NEDs, Finance, Strategy, Legal, Sustainability, ESG



#### Qinesis Services:

Marketing , Innovation, BD & Sales, Social Media, Finance Modelling, Technology, Development, Procurement, HR ...





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