



MENTA

Business **ADVICE**
TRAINING EVENTS
NETWORKING SPACE

2021 BUSINESS PLANNER

PROUDLY PRODUCED IN NORFOLK & SUFFOLK



European Union

European Regional
Development Fund

2021 CALENDAR

JANUARY						
S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

FEBRUARY						
S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28						

JULY						
S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

AUGUST						
S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

MARCH						
S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

APRIL						
S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

SEPTEMBER						
S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

OCTOBER						
S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

MAY						
S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

JUNE						
S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

NOVEMBER						
S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

DECEMBER						
S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

MENTA Networking Event

MEET OUR PATRONS

ATKINS DELLOW

Solicitors: *taking a clear, concise and considered approach to legal advice.*

atkinsdellow.com | T: **01284 767766**

FLEXIMIZE

Finance Provider: *supporting businesses with flexible finance solutions.*

fleximize.com | T: **0207 100 0110**

HS DIRECT

Health and Safety: *offering insight and advice from across the health and safety sector.*

hsdirect.co.uk | T: **01142 444461**

JACOBS ALLEN

Chartered Accountants: *providing expert tax-saving advice to businesses.*

jacobsallen.co.uk | T: **01284 704260**

2021: YOUR BEST YEAR YET

MENTA has been proudly supporting local businesses for over 35 years, but I have a feeling 2021 is going to be a momentous year. A year for new ideas, innovative solutions and emerging enterprises, all inspired by unwavering entrepreneurial spirit.



Whether established business or aspiring entrepreneur, MENTA's experienced coaches are on hand to provide insightful business advice, 1-2-1 mentorship and expert training.

2021 is ready and waiting to be heralded as your best year yet, and we're here to support you at every step along the way.

Alex Till,
MENTA CEO.

E: alex@menta.co.uk
T: 01284 760 206



NEW LOOK 2021 MENTA BUSINESS PLANNER

Working with local Branding & Content Marketing Agency Bird Media, we aimed to create a 2021 planner that gives a nod to the faithful Filofax of business days gone by:

“In this increasingly digitalised world, there’s something wonderfully creative and nostalgic about putting pen to paper and seeing ideas come to life, so grab a pen and get scribbling. We hope you find this a useful resource for your day-to-day business needs”

Nick Pandolfi, *Marketing Manager*.

#TRAINING FOR START-UPS

Getting new businesses off the ground

If you’re looking to start a business or have been trading for less than 12 months, our start-up training is for you.



Exploring three core areas of business – planning, marketing and bookkeeping – the MENTA Start-Up Training package has been designed to help aspiring entrepreneurs to follow their passions and realise their dreams of being their own boss.

FREE

FREE START-UP TRAINING

The MENTA Start-Up Training is fully funded by the ERDF.



HOW DOES IT WORK?

MENTA Start-Up Training comprises three half-day online workshops – planning, marketing and bookkeeping.

The training is free of charge to entrepreneurs in Norfolk and Suffolk. To take advantage of this free training, you must be looking to start a new business or have been trading for less than a year, and you need to complete all three sessions in the programme.

“

Having these resources delivered so professionally and online has been a lifesaver. I never knew I could achieve so much in such a short period of time. I loved the group support and we still all stay in touch.

WHAT YOU WILL LEARN:

Planning

- ✓ Registering your business
- ✓ Writing your business plan
- ✓ Financing your business and sales forecasting

Marketing

- ✓ Marketing strategy, tools and techniques
- ✓ Understanding your customers and identifying your USP
- ✓ Setting up a website and social media channels

Bookkeeping

- ✓ Tax and NI explained
- ✓ Templates for record keeping and establishing best practice
- ✓ Understanding Self-Assessment



READY TO GET STARTED?

Enrol online today! Head to:
menta.org.uk/start-up-training.

#TRAINING FOR SMEs

Taking established businesses to new heights

The key to running a successful business is to never stop learning. Our 1-2-1 and group training courses – available online or in-person – are designed to expand knowledge and refine skills allowing you to drive your business forward. Best of all, each training course is designed around your individual business requirements.

SALES TRAINING

Do you want to improve your skills and confidence in selling and pitching? If so, MENTA Sales Training is for you.

In this interactive training session, we'll take a new approach to sales. By focusing on and understanding the needs of your customers and clients, rather than those of the business, you will develop a problem-solving approach to demonstrate how you can make lives better, not just how to "make a sale".

CONTENT MARKETING TRAINING

Our range of marketing courses aims to expand your customer reach and help effectively communicate your offering. Courses include:

- ✓ **Facebook for Business** – learn how to monopolise Facebook's ever-expanding audience.
- ✓ **Smartphone Video Content Marketing** – gain confidence in front and behind camera.
- ✓ **Social Media Strategy** – drive engagement, inspire loyalty and boost sales.

LEAN SIX SIGMA

Arm yourself with business best practice knowledge and skills to improve processes and overcome any challenge that comes your way with Lean Six Sigma.

Here, you'll learn how to increase business productivity and quality in the workplace, embed a customer-centric approach and provide a more consistent customer experience, as well as reduce business costs.

PERSONALITY PROFILING FROM CLARITY 4D

People invest in people. Built on decades of research, this insightful training will hone your and your team's interpersonal and communication skills – vital for business success and team cohesion.

Available as 1-2-1 or team sessions, Clarity4D is a cost-effective training resource designed to create aspirational and high-achieving businesses through understanding the needs and motivations of your customers and your employees.



SIGN ME UP

Visit: [menta.org.uk/business-training](https://www.menta.org.uk/business-training) to view the full library of courses on offer and to enrol.

#ADVICE & COACHING

A confidential and supportive business ear

MENTA coaches have first-hand experience of the triumphs and the challenges of running an independent business, and are eager to share their insight with you.

Whether established SME or aspiring start-up, we are confident that every entrepreneur will benefit from our bespoke 1-2-1 coaching. Wherever you are on your business journey, our experienced coaches offer a sounding board for diversifying your business or developing ideas, as well as a confidential space for overcoming challenges or restructuring your business. And with diverse talent available to you and your business, our in-person or virtual coaching sessions are suitable for organisations across all sectors.

CORE AREAS OF ADVICE INCLUDE:

- ✓ Business strategy
- ✓ Property, finance and legal structures
- ✓ Marketing, advertising and social media
- ✓ HR and recruitment
- ✓ Supply chains
- ✓ Health and Safety

WHAT TO EXPECT FROM COACHING:

- ✓ **Setting and achieving objectives** – whether starting your business, diversifying your business or expanding your business, you need an effective strategic plan with a clear focus.
- ✓ **Critical and creative thinking** – developing new ideas, new ways of thinking and new approaches.
- ✓ **Personal and professional development** – increasing confidence, developing strengths and filling skills gaps.
- ✓ **Work/life balance** – understanding how to grow the business without being consumed by the business.



LET'S TALK

Discover more about our 1-2-1 coaching and meet our mentors at:
menta.org.uk/business-coaching.



“

“Contacting MENTA was one of the best choices I have made. Excellent, personal and balanced advice. Knowledge is power and I absolutely feel empowered now. I’m telling everyone not to hesitate, get in touch!”

#SPACE

Giving businesses the space to grow

Virtual office

No business abode? No problem. With our virtual office solutions, you'll benefit from the professional image and credibility of having an official business address without the need to rent physical office space.

Who is it for?
Perfect for new businesses.

As part of the service, we'll receive, sort and forward your business post, and can also provide access to meeting room and conferencing facilities.

Co-working space

If you're looking for workspace away from home, as and when you need it, look no further than our new business hub located on Kings Road, in the heart of Bury St Edmunds.

Who is it for?
Ideal for freelancers and entrepreneurs.

This purpose-built co-working space offers the latest technologies in smart office working together with a vibrant and energetic environment, allowing

you to benefit from the company, collaboration and shared knowledge of fellow local business owners.

Serviced office space

Our ever-popular serviced office space packages have been designed to support growing businesses. Available to rent in purpose-built commercial spaces in Bury St Edmunds and Haverhill, we offer flexible contracts, on-hand reception teams, administrative support, meeting rooms and conferencing facilities.

Who is it for?
A must-have for expanding start-ups and SMEs.

For 2021, we are also expanding our workspace solutions to Brandon with a new collection of bespoke, managed and serviced office spaces.



INTERESTED?

To find out more about our workspace solutions or to discuss which option is best for your business, email: paul@menta.org.uk or visit: menta.org.uk/menta-workspace.

#EVENTS

A new era for business networking

Meet likeminded business people, expand your knowledge, share opinions and discover opportunities among our thriving local business community at a MENTA networking event.



Our in-person and virtual networking via Facebook Live takes place on the last Tuesday of each month. Events are membership free, which means we welcome multiple businesses from multiple sectors to attend.

As well as an opportunity to build your professional network, attendees are also able to gain valuable insight from local experts, entrepreneurs and service providers who are invited to lead discussions and share their business knowledge.

MENTA NETWORKING BENEFITS:

- ✓ **Informal and inclusive** – no limitations on which businesses can attend and no weekly spotlight sales pitches required.
- ✓ **Supportive community** – for championing successes or easing feelings of frustration associated with independent working.
- ✓ **New business opportunities** – take advantage of collaboration and skill-sharing opportunities among likeminded business people.
- ✓ **Trusted recommendations** – whether looking to change your insurance provider, outsource HR support or invest in new IT infrastructure, here you'll find valuable peer advice and recommendations.



MENTA networking sponsored by:

Jacobsallen
Chartered Accountants & Chartered Tax Advisers

TOP TIPS FOR VIRTUAL NETWORKING:

- 💡 **Leverage LinkedIn** – your LinkedIn profile is your new virtual business card; share it far and wide with attendees and invite them to connect.
- 💡 **Participate** – networking is a two-way dialogue; remember to communicate – ask questions, share insights – rather than broadcast your sales pitch.
- 💡 **Keep the conversation going** – make a note of attendees who you'd like to connect with after the event and arrange a 1-2-1.
- 💡 **Have a regular presence** – to form and nurture meaningful business relationships, regular attendance to a networking group is key.



DATES FOR YOUR DIARY

Join us on the last Tuesday of each month in 2021 for our MENTA Facebook Live Networking!

Book your place at:
[menta.org.uk/all-networking-and-events](https://www.menta.org.uk/all-networking-and-events).

BUSINESS DIRECTORY

ATKINS DELLOW

Solicitors: [atkinsdellow.com](https://www.atkinsdellow.com)

BIRD MEDIA

Content marketing, design and web:
thisisbirdmedia.com

CENTRE FOR ENTREPRENEURS

Business support and development:
centreforentrepreneurs.org

ELSEY ADCOCK

Graphic design and web: elseyadcock.co.uk

FLEXIMIZE

Business loans: fleximize.com

HS DIRECT

Health and Safety advice: www.hsdirect.co.uk

JACOBS ALLEN

Chartered Accountants: jacobsallen.co.uk

MENTA

Business advice, coaching and training: [menta.org.uk](https://www.menta.org.uk)

NATIONAL ENTERPRISE NETWORK
Membership organisation and support:
nationalenterprisenetwork.org

OLD JET
Creative workspace: **oldjet.co.uk**

SHOCKWAVE MEDIA
SEO and digital marketing: **shockwavemedia.co.uk**

HAYDEN MEDIA
Website design: **hayden-media.com**



CONTACTS

Name:
T: M:
E:
f t in @:

Name:
T: M:
E:
f t in @:

Name:
T: M:
E:
f t in @:

Name:
T: M:
E:
f t in @:

Name:
T: M:
E:
f t in @:

[illegible]

26

7

The Vision Centre,
5 Eastern Way,
Bury St Edmunds,
Suffolk IP32 7AB

E: heretohelp@menta.org.uk

M: 0800 085 5090

T: 01284 760 206

www.menta.org.uk

   [mentabusiness](#)