



FREE COURSE!

BUSINESS REVIVAL - POST COVID-19

This fully-funded, four week on-line course is aimed at businesses looking to adapt and thrive in the new normal.

Covid-19 has changed the world as we know it and as a result has had a significant change on consumer behaviour. This course explores the consumer trends that are emerging as the world starts to return to a 'new normal'. The course looks at how you create commercial opportunities in this changing world.

Each course will cover the following key elements:

- Predicting the changes in consumer trends due to COVID-19
- Looking for new market opportunities
- Understanding your consumer
- Being adaptable
- Managing employees through times of change
- Motivating teams through times of change
- Understanding the importance of having personal resilience to help deal with the changing environment

For more information, please contact
business@petroc.ac.uk

Skills Support for the Workforce (SSW) is a programme developed to upskill employees within small and medium-sized enterprises (SMEs) in Devon, providing qualifications and bespoke training courses to enhance your employees' skills, increase the competitiveness of your business and boost the local economy. Petroc College is part of Serco's network of expert organisations chosen to deliver the SSW programme in your area. SSW is delivered by Serco and co-financed by the European Social Fund (ESF) and the Education and Skills Funding Agency (ESFA).