



Expert Help Programme

Having a well-developed strategy in place is essential to the success of any business. With Invest in West Lothian's Expert Help Programme, businesses can access fully or partly funded consultancy support from a specialist who will provide tailored, expert advice to help develop effective strategies in selected business disciplines.

If you have any questions or would like to request support, please email invest@westlothian.gov.uk or contact your dedicated adviser directly.



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Artificial Intelligence (AI)

Our experts can help you implement artificial intelligence (AI) within your business to improve productivity and efficiency. They can help with:

- Carrying out an AI Readiness Assessment
- The Automation of Business Processes
- AI for Customer Service (Chatbots, CRM, etc)
- Generative AI for Content Creation
- Data Analysis

Business Development

Our experts can offer comprehensive business development support to help you identify opportunities to grow your business. They can help with:

- Business Strategy and Planning
- Management and Leadership Development
- Employee Engagement and Development
- Product and Process Development
- Innovation and Diversification

Digital and Social Media

In today's highly digital world, it is essential that every business has a strong digital marketing strategy in place. We can help with:

- Website Optimisation and E-Commerce
- Search Engine Optimisation
- Social Media Strategy and Content Creation
- Email Marketing and Automation
- Analytics and Performance Tracking
- Cyber Security and Data Protection

Exporting

Are you ready to access new markets? Our experts can help you grow and refine your trade plan and vision for your business by:

- Export Readiness Assessment
- Market Opportunity
- Compliance with Export Regulation
- Logistics, Customs and Documentation
- Cross-Cultural Sales and Marketing
- Trade Finance and Risk Management

Finance

Our financial experts specialise in growing businesses and innovative start ups that are looking to attract investment. Support available includes:

- Financial Planning and Forecasting
- Management Accounts
- Accessing Funding and Investment
- Cost Control and Profitability
- Taxation and Compliance
- Succession and Employee Ownership Models
- Digital Tools and Systems

Marketing and Branding

Having a strong marketing strategy is essential to business growth. Our experts can help with:

- Brand Development and Positioning
- Process for Product to Market
- Winning and Keeping Customers
- PR, Events and Communication
- Labelling and Packaging for Food & Drink Sector

Productivity and Lean Management

Specialist support is available to help you improve productivity within your business by implementing efficient new processes. This includes support with:

- Streamlining Business Processes
- Practical Lean Tools and Methods (including Six Sigma, Project Management)
- Cutting Waste and Improving Efficiency
- Boosting Workplace Productivity
- Improving Supply Chain Performance
- Use of Digital Tools to Improve Productivity

Procurement and Quality Assurance

Our experts can help you improve your tender success rate by providing expert advice on:

- Procurement
- Quality Assurance (ISO, CE Mark, SALSA)

Sustainability

Our experts can help your business become more sustainable by providing support with:

- Net-Zero Planning and Carbon Reduction
- Energy Efficiency and Waste Reduction
- Circular Economy and Product Life Cycle
- Green Product / Service Development
- ESG Reporting and Compliance
- Sustainable Supply Chains



Business Support Overview April 2025 – March 2026

“The course has been supportive, insightful and incredibly enjoyable. I feel it's not only saved my business by helping refocus and get on track, it's helped me realise my potential and look forward to how I will expand my business.”

**Jennifer Falconer
Jennifer Falconer Coaching**



395

**Delegates
attended specialist
workshops.**



55

**Businesses
supported with
1hr Surgery Sessions.**

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