

ACADEMY OF LEADERSHIP & MANAGEMENT

Executive education
and key people
development

PREMIER ADVISER

SFEDI Diploma in
Business and Enterprise Support
at SCQF Level 8



SFEDI® AWARDS
APPROVED CENTRE



www.academyilm.co.uk Telephone: +44 (0)845 890 2549



PREMIER ADVISER

SFEDI Diploma in Business and
Enterprise Support at SCQF Level 8



SFEDI® AWARDS
APPROVED CENTRE



www.academyilm.co.uk Telephone: +44 (0)845 890 2549

THE PROGRAMME

The SFEDI Diploma in Business and Enterprise Support at SCQF Level 8 is a qualification specifically created for professionals working in the field of business and enterprise. It has been designed to develop the capability of advisers, enabling them to deliver high impact interventions.

The Academy of Leadership & Management has been delivering the new 'Premier Adviser' programme which leads to the award of the SFEDI Diploma since September 2013. Recognising the busy schedule of a business adviser and the needs of their employers, the six month programme has been designed by our team (all of whom have a business advising background) to provide a flexible, customised learning solution. It is delivered through a unique blend of on-line learning, coaching and personal development activity. Assessment is focussed on the workplace, through a combination of practical assignments and observation.

To date, over 100 advisers from across Scotland have enrolled on the programme with 93%* achieving the qualification to date. These have included advisers working in the Business Gateway, local authorities and other specialist business development services.

**excluding current students and advisers who have left their employment*

WHY OUR APPROACH WORKS

- Our team are practitioners and entrepreneurs who work with advisers and businesses on a daily basis
- Activities are practical, current and relevant to the Scottish business support ecosystem
- The course is highly interactive and informative
- Learning is flexible and only involves one day 'off the job' each month
- Our methodology is constantly cross referenced with new concepts emerging from MIT, Harvard and Babson etc.
- The collaborative nature of the programme allows advisers to network and share experience and ideas

What our students say...

I especially liked the fact that you could meet with other business advisers that worked not only in different geographical areas, but also different support areas. I enjoyed the group discussions both face to face and online that offered different perspectives to the case studies and questions. Overall, I am without a doubt a better business adviser for having done the course.

Each assignment gave me a valuable insight into what is expected from me as a business adviser. Attending the group workshops was also very beneficial, the peer to peer learning, especially from the more experienced business advisers was invaluable.

Since achieving the Diploma I have gained a promotion. The knowledge I gained during the course has given me the skill sets and confidence to carry out these new duties to high standard.

Meeting other advisers from all over Scotland really helped expand my network and knowledge base. I found the course made me think outside the box when looking for solutions for my clients, helped me become more confident in offering advice and encouraged me to think about the wider impact our business has.

The course has influenced my client interactions, enabling me to build stronger relationships and really understand clients' goals and aspirations. Meeting others on the course has encouraged me to increase my network, not only locally but also further afield. It is a fantastic learning experience honing in on the skills I bring as an adviser.

I found the programme to be pitched at just the right level for timing and content, which was ideal as it had been a long time since I had studied! It was highly relevant to my current role and encouraged me to think about and further explore the wider landscape of support available.

I would highly recommend the SFEDI Diploma in Business & Enterprise Support to anyone in an enterprise role. Building my knowledge of economics and critically evaluating support organisations has had a huge impact with how I work with clients.

I found the process of completing Premier Adviser to be extremely enjoyable and very worthwhile. As a business adviser, participating in the programme has taught me many skills, contributing to my ability to become a better advisor. Most notably, I believe that I have developed as a professional and now better understand my role within the wider economic development strategy for Scotland.

PROGRAMME CONTENT

The course incorporates five modules, designed around the units of the Diploma:

Building Business Support Relationships

Developing the skills required to build effective business support relationships with clients, including:

- interacting effectively with clients
- using an effective mode of consulting
- directing clients to other services, where necessary
- making sure clients understand roles, responsibilities, processes and procedures
- encouraging clients to develop their confidence, knowledge and skills

**Personal Professional Development**

Developing the skills to manage continuing professional development, including:

- ensuring that advisers meet the ethical and professional standards expected of a business adviser
- planning and implementing personal and professional development
- developing professional networks
- reviewing and improving the business support services offered by the adviser and their employer

**Understanding Economic Development**

Developing an understanding of different theories of economic development and the contribution of business and enterprise to economic development, including:

- theories of economic and enterprise development
- how success in economic development is measured
- the contribution of business and enterprise to national, regional and local economic development

**Understanding Business & Enterprise Support**

Developing an understanding of business and enterprise support structures, including:

- what is meant by business and enterprise support
- the current structure of business and enterprise support networks in Scotland
- how the impact of business and enterprise support can be measured

**Delivering Business & Enterprise Support**

Developing the skills to work with clients to develop their businesses, including:

- helping clients review, plan and develop their business
- helping clients embrace change and put it into practice
- supporting clients when action planning to improve their business



LEARNING ACTIVITIES

Each module involves a number of learning activities which may include:

- a programme induction workshop
- on-line learning
- action learning groups, led by one of our coaches
- an individual coaching session
- a one day Economic & Enterprise Development workshop
- a series of five practical assignments, four of which are formally assessed
- an observed client meeting, followed by feedback

PROGRESSION ROUTES

Successful students have the opportunity to progress to advanced entry to the BA Business and Enterprise through our arrangements with Edinburgh Napier University. This programme offers a unique opportunity for those without a relevant degree to enter the course in the final year. The delivery approach is flexible, minimising attendance requirements and maximising impact.

Completion of the SFEDI Diploma also provides an opportunity to progress to ILM qualifications at Level 7.

ABOUT THE ACADEMY OF LEADERSHIP & MANAGEMENT

Based in Scotland, The Academy of Leadership & Management is a well respected provider of executive education and key people development in:

- leadership & management
- coaching & mentoring
- business & enterprise
- business support



SFEDI[®]AWARDS
APPROVED CENTRE



www.academyilm.co.uk

Telephone: +44 (0)845 890 2549

We are an awarding centre for the Small Firms Enterprise Development Initiative (SFEDI), the Institute of Leadership & Management (ILM), The Chartered Management Institute (CMI) and NCFE. We and also have Academy status for the Institute of Enterprise and Entrepreneurs (IOEE). We are also one of ILM's largest awarding centres for senior level qualifications and work with employers and individual students in the public, private and third sectors, both in the UK and internationally.

We also deliver courses at Level 5 and Level 3 and have developed strong progression routes into higher education at undergraduate and postgraduate level.

We have a proven reputation for developing business professionals and leaders. Our distinctive and flexible approach, developed by our highly experienced team over the past 25 years, is proven to deliver results.

John Parker (Coach & Mentor) is a highly experienced coach, trainer and assessor in the fields of enterprise, leadership and management. He has spent much of his career leading award winning development and accreditation programmes for business support professionals. He has also acted as an executive coach to senior executives and managers in a range of sectors, in both the UK and overseas. John was appointed Visiting Professor at Edinburgh Napier University Business School in 2005 and is also an associate of the Edinburgh Institute. He is a Fellow of both the Institute of Leadership and Management and the Chartered Management Institute.



Eddy Graham (Economic Development Specialist) worked as an Account Manager for the Glasgow Development Agency in the 1990s, moving into the private sector in 1996. In 2002 he set up ibp Strategy & Research which specialises in economic and social research, with an emphasis on business and economic development. The company has delivered quality assurance research for Business Gateway since 2007 and other ongoing projects include the Economic Trends Series reports on the performance of Scottish Enterprise Account Managed firms. Eddy has qualifications in marketing, accounting and an MBA from Glasgow Caledonian University.



In addition, each student is allocated a named member of our Learner Management team who is their first port of call for any day to day enquiries regarding their course of study.

FURTHER INFORMATION

For further details, please call John Parker on 0845 890 2549 or email info@academyilm.co.uk

DATE AND COST OF NEXT COURSE

May 6th, 2020

£2,250 + VAT per student

including mainland travel