

expand
your
horizons...



the 5 Star Adviser



a SFEDI endorsed programme



official endorsed programme

approved programme

www.esaonline.co.uk

A night sky with a glowing lightbulb, stars, and a person's shoulder. The lightbulb is in the upper left, glowing brightly. Several blue, multi-pointed stars are scattered across the sky. In the lower right, the shoulder and arm of a person wearing a white shirt are visible. The overall scene is dark blue with some light rays and bokeh effects.

designed especially for **you**

a hand-picked
team



updating **your** knowledge bank

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helping make **your** client's dreams come true



climb to the **top**

designed especially for you

The 5 Star Adviser is not just any programme.

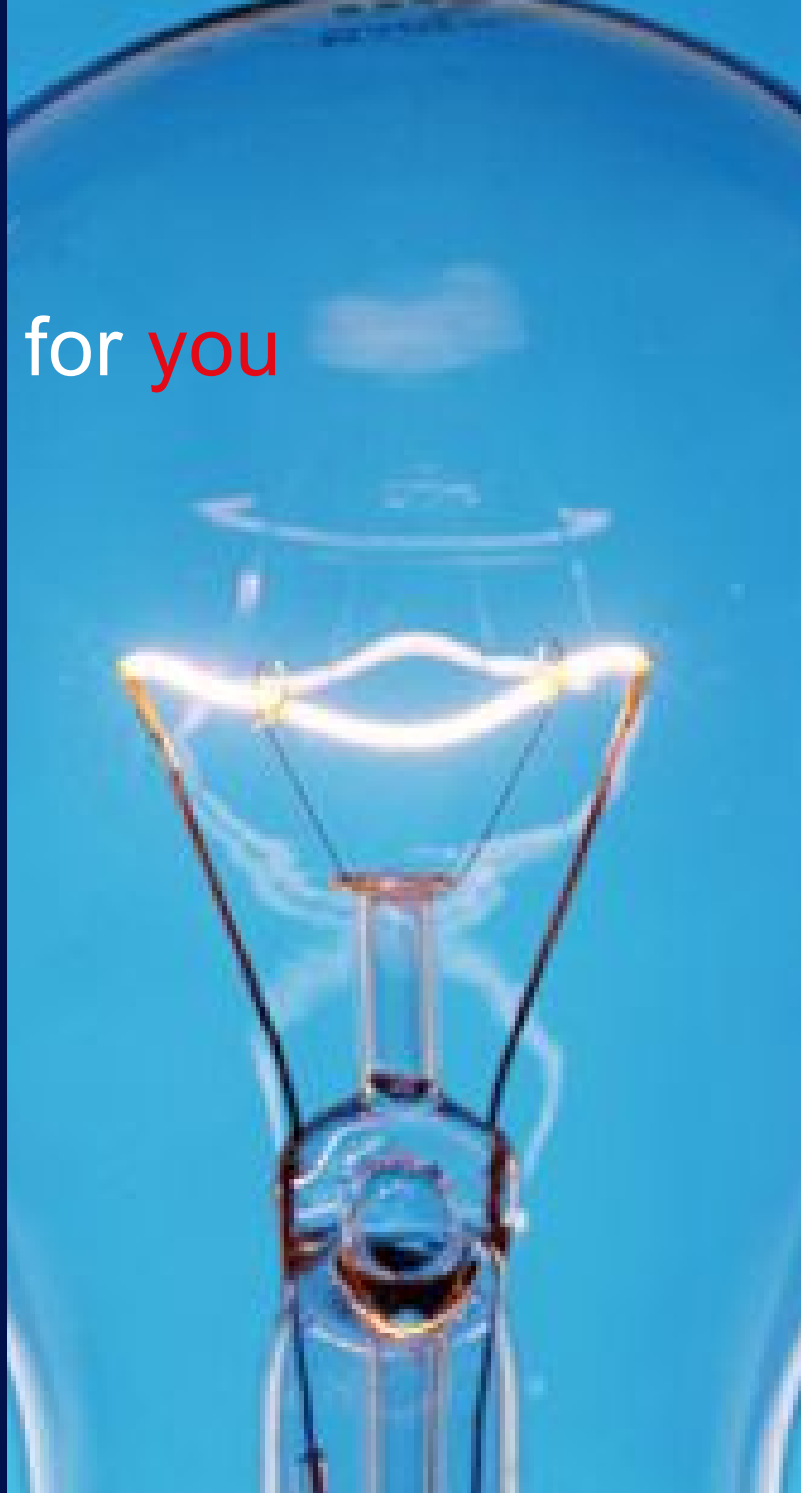
It is the combination of years of experience, feedback and forward-thinking. It delivers a quality solution to the need for knowledgeable and competent practitioners within the business support industry.

Effective performance as either a business adviser or business information officer is governed by the national standards for business support ("the SFEDI standards"). Other competencies e.g. from the Business Link network may often apply. Meeting such standards is a common requirement today and is likely to become even more important in the future.

With your ultimate focus being that of the client, the 5 Star Adviser takes into account the drain on budgets and time but without compromising on quality. It makes available professional development opportunities plus efficient, effective and affordable assessment in a fully supported way.

Your questions, wishes and comments have been answered.

The answer is the 5 Star Adviser.



the 5 Star Adviser



a SFEDI endorsed programme

endorsed, approved and accredited



One of the many benefits to the 5 Star Adviser is the number of “approvals”.

SFEDI endorsement

The Small Firms Enterprise Development Initiative (SFEDI) is, amongst its many roles, the standard setting body for the business support industry. The SFEDI endorsement process is rigorous and strict criteria must be met before endorsement is granted. Criteria includes value, good quality, specific to your needs, up-to-date, affordable and linked to national standards. All of which are part of the 5 Star Adviser.

IBA approval

The Institute of Business Advisers is the professional body for all those delivering business support whether adviser, mentor, trainer, consultant or counsellor. Membership is subject to stringent requirements including experience, professional conduct and continual professional development. As well as being approved by IBA, successful completion of the 5 Star Adviser results in full Member status (subject to final Institute check and payment of any relevant fees).

OCR accreditation

OCR Examinations is a major UK awarding body. As one of its approved centres, ESA Business Development provides access to over 25 different qualifications. A major feature of the 5 Star Adviser is the accreditation of successfully assessed SFEDI units through OCR. The result is the nationally recognised qualification in business advice or business information without any additional barriers or cost implications!

your partner to **success**

ESA Business Development is a quality focused organisation delivering business advice, training and project management services. Notably, ESA has over 10 years experience in the training and assessment of business advisers.

Based in Mexborough near Doncaster, activity extends to all parts of the UK with some aspects of the operation reaching overseas to Europe. A warm welcome awaits all visitors, with an easy to reach location, ample free parking and fully equipped training/conference facilities. ESA specialises in being flexible to fully meet the needs of the customer and provides a range of different options including in-company delivery.

As well as being an IBA approved training provider, IBA activity extends to personal membership, branch activity and also being part of the Institute's national assessment team for membership upgrade applications. ESA has also worked with SFEDI on a number of major projects in recent years as part of its business support and assessment teams plus continues, along with other organisations to contribute to standards development and review on an ongoing basis.

With the 5 Star Adviser, you know where we're coming from!

the 5 Star Adviser



a SFEDI endorsed programme

a hand picked team

Imagine yourself picking a strawberry to go with a little fresh cream and perhaps a glass of bubbly. Wouldn't you want to pick the best?

The 5 Star Adviser team is made up of similarly carefully chosen individuals, all of whom have the relevant background and credentials.

Trainers not only need to know their stuff but must be able to deliver it in a positive, energetic and informative way. People with knowledge or good trainers alone are not enough. Frequent checks on both feedback and actual performance ensure standards are upheld. More importantly we love those with an attitude for continual improvement. Can anything ever be good enough? (No!)

Assessors are all pre-qualified – an absolute must. They must also have the relevant occupational competence in the SFEDI standards and have a thorough knowledge of the same before assessing any candidate under the 5 Star Adviser. Once again quality assurance is key to ensure high assessment standards.

Behind the scenes, there are other people - administration staff, our resident IT experts and quality managers – all working seriously hard to support the front stage training and assessment activity.

The 5 Star Adviser - complete with grade A strawberries.



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helping make **your**
client's dreams come true

the 5 Star Adviser



a SFEDI endorsed programme



updating **your** knowledge bank

The 5 Star Adviser takes into account the fact that different people have different training and development needs. However, it is also important to make sure that the rationale behind the national standards is fully understood.

That's why, included for everybody undertaking the 5 Star Adviser, is the 2 day IBA approved professional development programme "Developing Business Counselling Skills". This is our core training programme and goes right to the very heart of the SFEDI standards and is attended prior to the start of any assessment activity. More importantly it continues to receive excellent feedback from advisers young and old, experienced and inexperienced, specialist and generalist.

Available as a series of additional modules, candidates may also choose to attend other professional development programmes centred around the 7 core areas of knowledge

specified in the SFEDI standards. These are namely: strategic overview, finance and accounting, ICT and E-commerce, people, innovation and technology, marketing and sales and finally, operations and processes.

As an IBA approved training provider, ESA continues to improve existing and develop new and relevant titles on a regular basis. Bespoke commissions are also available to meet specific organisational needs. To attend any of these courses you can either come to us or we can come to you.

All IBA approved programmes result in their own official IBA certificate with each day of training counting as 7 hours CPD. *IBA programmes are available on a "stand alone" basis separate to the assessment process if required. Minimum and maximum delegate numbers may apply.

the 5 Star Adviser



a SFEDI endorsed programme



efficient and **effective** assessment

So, to the heart of the matter - the assessment.

Far from being an onerous and nerve-racking experience, assessment under the 5 Star Adviser is rather special.

Your assessor will support you throughout and will make sure that you are fully aware of the standards and the assessment process before it begins. They have in their arsenal a unique electronic recording system which plots your progress quite literally from start to finish.

Every assessment decision, every piece of feedback and every action point is recorded in such a way as to totally remove you from any excessive burden, bureaucracy or red tape. Your job is to concentrate on demonstrating competence as a business adviser or information officer - there is no need to compile the traditional portfolio of evidence.

The process begins with an assessment of your knowledge based upon the 7 SFEDI areas of knowledge. Then, a further three "full" half day assessment visits are carried out to assess you working with clients in live situations. Simulation plays no part whatsoever in the 5 Star Adviser.

At the end of the assessment process, you will have a clear picture as to where you sit in relation to the national standards. The duration of the assessment process allows sufficient time for development to be undertaken in between each assessment. At the end of the assessment process, every candidate will have an up to date and detailed personal development plan for the future.

Your bound assessment profile (all 70+ pages of it) is yours to show existing/potential employers or contract providers your ability as a business adviser or information officer.

The 5 Star Adviser – free of red tape.

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quality assurance

At the heart of the 5 Star Adviser lies a rigorous and multi-layered quality assurance system.

Self regulation. Our philosophy is quite simple! Better to make continuous improvements than wait for others to point things out. We like to get there first.

Customer feedback. Informal and formal mechanisms actively encourage comments and suggestions at various stages of the programme.

Internal quality assurance. Regular monitoring and standardisation of all training and assessment activity ensures that the highest standards are maintained.

External quality assurance. With the 5 Star Adviser linked to the level 4 NVQ in Business Advice (or level 3 NVQ in Business Information) delivery is closely scrutinised by OCR Examinations.

Seals of approval. As a result of its endorsement and approval status, the 5 Star Adviser is subject to independent monitoring by SFEDI and IBA.

Belt and Braces. Finally, any sceptics out there can have ultimate peace of mind. Customer organisations are invited to discuss the introduction of their own quality assurance checks if required.



With the 5 Star Adviser you are in safe hands.

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customer feedback



Take a look at what previous customers had to say...

Developing Business Counselling Skills

"Very good indeed...thank you" "Extremely useful"

"Would recommend the course to others"

"A blueprint for daily practice"

"Very enjoyable experience"

"Excellent"

"It was truly one of the most rewarding courses I have been on."

Thank you very much"

Marketing for Business Advisers

"Excellent"

"Please let me know of any other course presented by <tutor name>"

"Very useful and relevant"

Finance for Business Advisers

"Thoroughly enjoyed the course"

"Much more informative and enjoyable than expected"

"Tutor was very good"

"Very stimulating course"

Project Management for Business Advisers

"This has really opened my eyes"

"Very informative day"

"I want more – and I want one for my colleagues to attend"

"I didn't know much about the subject before I came on the course and I'm happy to say I know a lot more now"

Employment Law for Business Advisers

"Well presented, friendly & informative"

"Very useful, easy to follow, loads of information"

"Relaxed and lots of questions answered"

"Very interactive – relevant"

Assessment feedback

"It has been a worthwhile experience that will continue to reap benefits for the people we're trying to help."

"Just a quick note to say thanks for your help and guidance re the NVQ4 over the past months. I know there was a little scepticism initially from some quarters but, essentially, the process has been quite thought provoking. It has allowed me to benchmark my abilities and look at what I do and how I do it. It has proved to be so much more than a "box ticking" exercise."

The 5 Star Adviser – 5 star feedback.

the **ultimate** package

An awful lot of thought has gone into the 5 Star Adviser. Other than a free car and a luxury trip to the Bahamas, there's not much more we can give you. Take a look at what the 5 Star Adviser provides:

- Specially designed programme that meets your exact needs.
- Endorsed, approved and accredited status.
- IBA approved training with separate certification for each module attended.
- Assessment to the highest level of high jump bar (i.e all SFEDI units and Business Link competencies).
- The opportunity to add in other training modules or assessment units for a truly bespoke programme.
- Your comprehensive assessment profile at the end of the process.
- A beautifully presented 5 Star Adviser programme certificate, framed and delivered to you.
- Accreditation and certification of the SFEDI units leading to NVQ in Business Advice / Information.
- Full Member status of IBA upon completion of the adviser-related units.
- A detailed personal action plan for the next stage in your development.
- Access to what you want, when you want it.
- Timescales to suit you – from a leisurely pace to intensive, concentrated delivery.
- Support throughout from a customer focused team.
- The knowledge that you have been assessed against the most thorough of processes.
- Pride in the knowledge that you meet the grade and deliver a high standard of service to your clients.

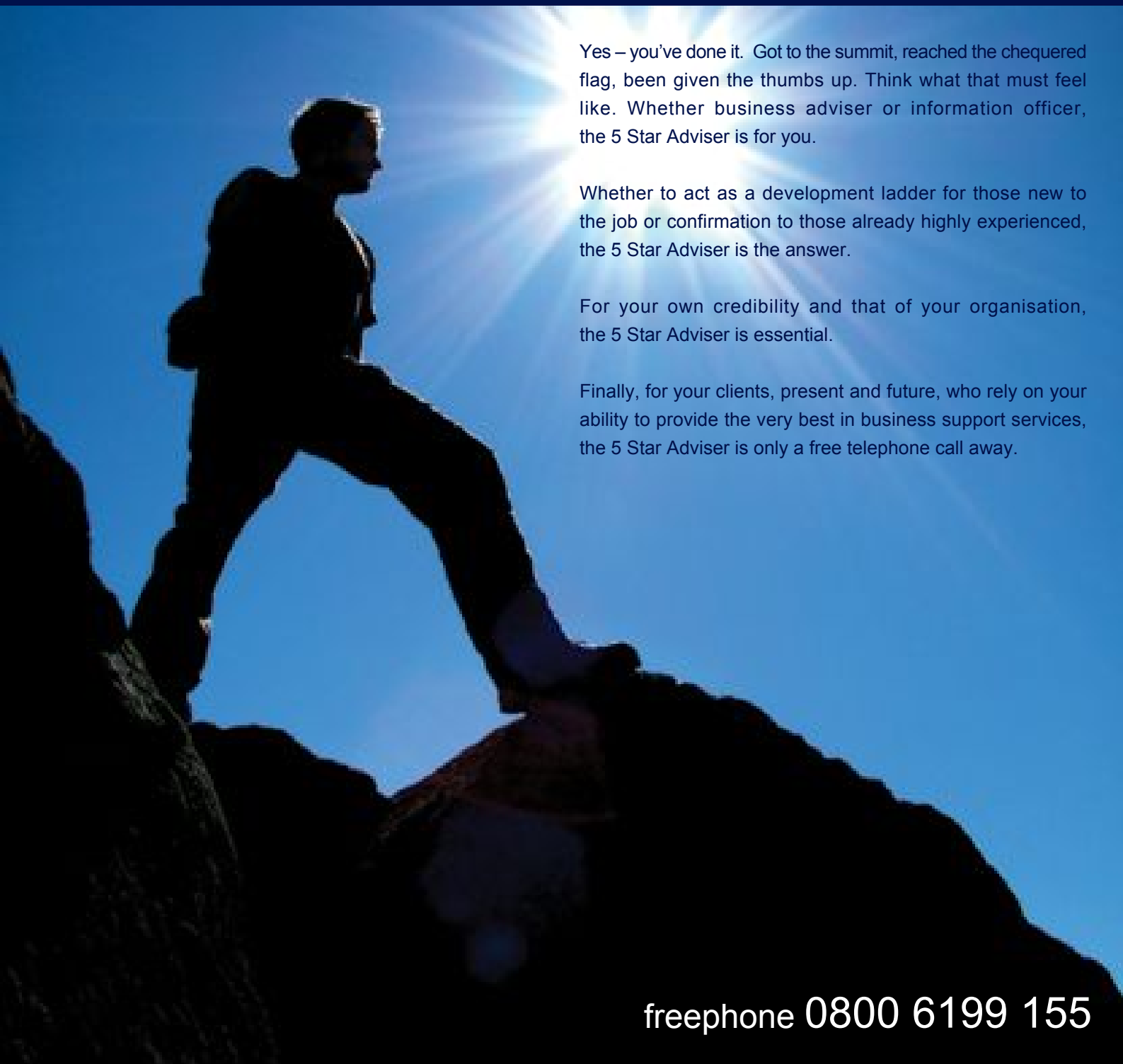
The 5 Star Adviser – nothing has been left out.

the 5 Star Adviser



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climb to the top

A silhouette of a person in a business suit climbing a rocky mountain peak. The person is positioned on the left side of the frame, facing right. The background is a bright blue sky with a sunburst effect from the sun, which is positioned behind the person's head, creating a lens flare. The overall scene conveys a sense of achievement and reaching a goal.

Yes – you've done it. Got to the summit, reached the chequered flag, been given the thumbs up. Think what that must feel like. Whether business adviser or information officer, the 5 Star Adviser is for you.

Whether to act as a development ladder for those new to the job or confirmation to those already highly experienced, the 5 Star Adviser is the answer.

For your own credibility and that of your organisation, the 5 Star Adviser is essential.

Finally, for your clients, present and future, who rely on your ability to provide the very best in business support services, the 5 Star Adviser is only a free telephone call away.

freephone 0800 6199 155



freephone

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the 5 Star Adviser



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lovingly designed and delivered with care by

ESA Business Development
Mexborough Business Centre
College Road
Mexborough
DONCASTER S64 9JP
T: 01709 579888
F: 01709 579020
E: info@esaonline.co.uk

www.esaonline.co.uk