

ICT for business advisers

SPECIALIST
DELIVERY

NEW

CODE: ITCBA
DURATION: 1 DAY
CPD HOURS: 7

19

PROGRAMME OVERVIEW

Technophobes can relax! Today is not about fixing, installing or programming. It is not about spending thousands on the latest "to die for" piece of kit. It's all about seeing ICT for what it is – a means to an end. Let us introduce you to some of the most beautiful tips and how to's that neither you nor your clients should really be without. With the aid of software demos and live internet links, previous delegates have been wowed at what they've gained from this day. There's really no need to be afraid but, yes, Teddy can come too if it makes you feel better!

OBJECTIVES

At the end of the programme you will be able to:

- See how ICT links to every part of the business operation
- Help clients market themselves and sell products in minutes and for pennies
- Potentially save your clients thousands of pounds using online calculators
- Deal with client objections such as "can't afford it", "don't understand it" and "why?"
- Continue your learning to suit your personal needs
- Delivery immediate "wow" factor to clients with several small but very valuable tips

CONTENT

Introduction
Thinking back a mere 10 years
Managing "convergence"
Your ICT traffic light
The business drivers for ICT
Overcoming client barriers to ICT
Your top 10 ICT "things"
A suggested top 10 for today's adviser
Exploring some of the top 10
Your action plan for future learning

*"I'm now more included to talk about
ICT issues in client meetings"*

"It was very useful"

*"A very useful and confidence building day
- thank you!"*

"Excellent course content - everything relevant to clients"

"Thank you!"

"Has opened my eyes to lots of new/unknown tools and opportunities"

*"Extremely interesting
and useful"*

*"Have actually learned a lot of useful stuff today
which I hope can be transferred to clients"*

"Good course - thanks!"

"It was a pleasure to be here. Thanks to the Institute and the trainer for organising this course"

general features

TARGET AUDIENCE

Basically anybody involved with Business Support whether that be actively involved, involved on the periphery or just interested in becoming involved. Examples include business advisers, consultants, counsellors, mentors, coaches, trainers, network brokers, skills brokers, specialist advisers and intermediaries (e.g. accountants and solicitors). Delegates come from host organisations such as the Business Link network, local Learning & Skills Councils, regional development agencies (RDAs), enterprise agencies, chambers of commerce, training organisations, local authorities, economic development units (EDUs), banks and of course independent practitioners. You are all welcome!

START AND FINISH TIMES

We kick off with the essential tea and coffee (caffeine!!) available from 9.15 for a prompt start at 9.30. Programmes finish around 16.00 to 16.30 but actual times may vary depending on circumstances on the day.

CONTENT

Programmes are designed to be interactive, memorable and enjoyable. Consequently content comprises a mix of presentations, case studies, self assessment, group syndicate exercises, open discussion, videos, role play simulations, live internet feeds, best practice documentation and more. Actual content used varies from programme to programme and depends on the subject concerned. There is no pre-work to do but please let us know your background and if there is anything specific you want to achieve - we'll always do our best to help.

WHAT'S INCLUDED?

All food and refreshments, training materials and Institute certification. We don't build rafts and paddle across rivers so no need for a wetsuit. Just bring yourself!

STANDARDS MAPPING

All of our programmes are closely mapped to the requirements set out in the national occupational standards (SFEDI) for Business Support.

CPD AND CERTIFICATION.

Each full day counts as 7 hours of continual professional development (CPD) which is certificated by the Institute of Business Consulting. Your personalised Institute training certificate is laminated for safe keeping and then sent directly to the person who made the original booking.

ACCREDITATION

Each programme is available as a stand alone item or as a module of "the 5 Star Adviser", our unique Business Adviser development, assessment and accreditation programme (see page 24/25).

PRICING

Members of the Institute of Business Consulting benefit from reduced programme rates. Please see our separate list of dates and venues for details of pricing, discounts and special offers. Prices quoted are exclusive of VAT.