



Client:	Women and Work – Business Planning & Development
Keywords:	<i>business planning and development</i>
Issue:	To achieve a sustainable commercial business for the IT training suite located in Central Milton Keynes so that it can provide a source of ongoing funding to support the charity.
What we did:	We facilitated an appreciative inquiry into the Strengths and Opportunities available to the charity, and the Aspirations, and Results required for success. We then developed a number of simple business models and selected two for further investigation. Using diagnostic tools we evaluated the attachments and behavioural preferences of each team member and then facilitated a leadership workshop to look at the implications of the team's mix on the achievability of each business model. All marketing materials were reviewed and updated to portray a unified marketing message and clear differentiation from competitors. A coaching programme was established to support the leadership team in strengthening behaviours required for commercial success.
Benefit:	<ul style="list-style-type: none"> ▪ Clarity of business model provides basis for focussed effort and ongoing development of training solutions to meet needs of business community ▪ Improved market intelligence and new contacts with prospective customers ▪ Previously unrecognised strengths in the charity's staff are now being deployed ▪ Effective telesales process established