

# Newsletter

flexible learning for business growth

## Developing Managers

**Small businesses account for more than half of the UK's turnover but high failure rates are thought often to be due to management and leadership weakness. Improving the quality of SME leadership can have a significant economic impact. But small business entrepreneurs are the hardest to reach and most reluctant to engage in development activities outside the business, for themselves or their staff.**

This is the challenge addressed by the report 'Joining Entrepreneurs in their World: Improving Entrepreneurship, Management, and Leadership in UK SMEs' from the Council for Excellence in Management and Leadership.

Entrepreneurs often find the choice of development schemes confusing, bureaucratic, supply-led and irrelevant.

They want informal learning opportunities that mirror their own working practices.

Entrepreneurs are clear about the abilities, skills and experience needed to be good managers and leaders - abilities in dealing with people and thinking strategically and analytically.

They want ownership of their own learning opportunities. They must be responsible for making their own choices and decisions - the starting point must be for entrepreneurs to choose partners they trust to help identify the priorities and challenges. Choices are most likely to be

their accountants, bank managers and lawyers or trusted 'mentors'.

The challenge for training providers is to deliver relevant, accessible solutions and to stimulate the demand.

Margaret Murray, head of Learning and Skills for the Confederation of British Industry, distils the employers' position. "One word sums it up-tailored. We want courses that are tailored to the needs of business. The one-size-fits-all approach does not fit the realities of employment- in particular the needs of small firms. Call centres, care homes and retail supermarkets may all need customer care service training, but in every case this will mean something different."

COTU Charterhouse are striving to meet this demand by offering first class tailored management development and business skill training, delivered flexibly to meet the needs of employers.

At the end of the day it is the quality of training that employers want.



### NEW for 2003

#### Management Development Programme

##### ILM Introductory Certificate in Team Leading (level 2)

This programme is designed for practising and potential supervisors or team leaders who have no formal training experience.

##### ILM Introductory Certificate in First Line Management (level 3)

This programme is designed for first line managers and supervisors who have received little or no formal training.

##### ILM Certificate in First Line Management (level 3)

This programme is designed for first line managers requiring the knowledge and skills necessary to develop their management skills.

##### CMI Diploma in Management (level 4)

This programme is intended for the hands-on manager whose role it is to manage limited resources in order to achieve the specific results required by the organisation. The focus is on the practical approach to management.

##### CMI Executive Diploma in Management (level 5)

This programme is intended for the middle to senior manager who has the authority and personal inspiration to translate organisational strategy into effective operational performance.

Tel: 024 7652 6709  
for further information

# Things are DEVELOPING very well

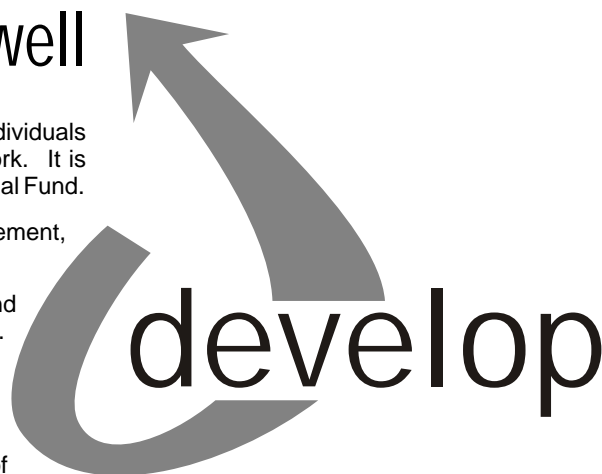
DEVELOP is a project which can offer free training and development to those individuals who need additional skills to meet the increasingly demanding pressures of work. It is managed by City College Coventry and is partly funded through the European Social Fund.

We are able to offer training in IT skills, manufacturing, engineering, management, languages and other areas.



The project started in October 2001 and has, so far assisted 108 individuals. Some of these were facing redundancy and some were under threat. Those under threat were given training to upskill to meet their employers' requirements and seven of these have been able to retain their jobs. One individual, in her redundancy notice period, successfully completed an ECDL course at Charterhouse and, as a result, has been able to gain a promoted post with her current employers. Another was able to gain a new post at a different company and found that the course not only gave her new skills and qualifications, but also increased her self-confidence, which had taken quite a battering since the news of her impending redundancy. The ECDL course has been very popular with the Develop beneficiaries; all those completing this course have passed.

Other training which has been delivered through the project includes General IT, Fork Lift Truck Driving, TESOL, Trainer and Assessor training. In addition to this, Anarda our partner organisation works with beneficiaries to help them with change management, jobsearch, Internet access, applying for jobs and interview skills.



EUROPEAN UNION  
European Social Fund

**This project is funded with assistance  
from the European Social Fund**

**For further information please contact Adam or Mike on 024 7652 6721**

## Harrogate Success



COTU Charterhouse Business Managers Clare McKenzie and Rob Bennett at the recent S.H.E. Health & Safety exhibition in Harrogate

### First Aid at Work (accredited)

**£155**

January 21st & 28th  
February 4th & 11th  
Limited to 12 delegates only

**Ring Tina - 024 7623 1111  
to reserve your place**

### CIEH Basic Food Hygiene

**Only £25 per person**

2 half days  
February 20th & 21st  
March 19th & 20th  
April 9th & 10th

**Ring Tina - 024 7623 1111  
to reserve your place**

### CIPD Certificate in Training Practice

New programme to  
commence March 2003

**Call Graham on  
024 7652 6709  
for further information**

### PRINCE 2 Project Management

February 6th 2003

One-day workshop offering  
delegates an overview of the  
PRINCE 2 methodology for  
managing successful projects

**For further information  
contact Graham**



## flexible learning for business growth

Contact COTU Charterhouse on 024 7652 6709 or email: [cotuch@staff.covcollege.ac.uk](mailto:cotuch@staff.covcollege.ac.uk)



We are pleased to announce that "The Charterhouse" has become a learndirect access point. This means that we can now offer further study centre facilities to our customers together with tutor support throughout their learning programmes.

For those of you who are not yet aware of the opportunities for learning that learndirect can bring to your staff, we would welcome the opportunity of explaining these to you.

The keyword with learndirect is flexibility. You'll find that learndirect courses are cost effective and, unlike conventional training courses, your staff don't need to be away from work, as they can learn onsite (providing you have internet access), at home, or if it's more convenient use the "Charterhouse" or main learndirect centre facilities at "The Butts" site of City College Coventry.

All "Using IT" and "Skills for Life" courses are FREE through our centre, and many of the other courses demand only a small charge.

We will be happy to arrange a free demonstration for you either onsite or at one of our centres.

Please contact Rob Bennett on 024 7652 6709 for further details.

## ...SPECIAL ICT OFFER...

### Increase Your Business - How to Design a Web Page

March 13th 2003

Only £75 per delegate  
including lunch and refreshments  
(usually £150)

Our one-day workshop using Microsoft Front Page 2000 will enable you to design and create your own web site. Our experienced tutor will guide you through all the necessary steps in a clear understandable way, steering you through the minefield of technical jargon.

You will learn about design considerations, how to add and rename pages, create tables, insert graphics and files in HTML format, hyperlinking bookmarks and web pages, adding dynamic content such as page transitions, scrolling marquees etc. - indeed everything you need to know to set up your own website!

**Limited places available  
Book NOW to avoid disappointment**

To book, phone Tina on 024 7623 1111

For further details on this and other ICT courses contact Rob Bennett on 024 7652 6709 or email [r.bennett@staff.covcollege.ac.uk](mailto:r.bennett@staff.covcollege.ac.uk)

There are hundreds of online business related courses to choose from covering areas such as :

- **Business Skills**
- **Customer Care**
- **Information Technology**
- **Coaching**
- **Finance & Budgeting**
- **Management Skills**
- **Communication Skills**
- **Project Management**
- **Skills for Life**

## ECDL for £30

Unbelievable  
but true!



The European Computer Driving Licence (ECDL) accredited by The British Computer Society, has become the foremost internationally recognised qualification in core IT skills.

Through learndirect we can offer all study materials, tutorial support and testing free of charge. All you pay for is registration with The British Computer Society and the ECDL logbook.

Contact Rob Bennett on 024 7652 6709 for details.

# Business Breakfast - Making It Happen

The second in a series of popular Business Breakfast meetings for Training and Personnel managers took place at The Charterhouse on the 21st November and was presented by Sally Gooch, Senior Management Trainer.

The topic for discussion was the reasons why Management Development Programmes happen ....or don't.

The first stage of undertaking a MDP is gaining support and commitment from managers. In order to do this it is essential to know what you are trying to achieve through the MDP. This can be done by having clear objectives at three levels.

1. Immediate: the knowledge, skills and attitudes required at the end of the training
2. Intermediate: the desired changes in the learners work behaviour
3. Ultimate Objectives: the desired changes in the organisation

Once the objectives have been agreed then the process of evaluating the outcomes becomes a far simpler process. One of the most quoted objections to undertaking a MDP is the cost. By using focussed objectives these can be overcome by using either cost benefit analysis (qualitative) or cost effectiveness analysis (quantitative).

However many progressive organisations are now evaluating the successfulness of programmes by evaluating the changes in attitudes and behaviour against those required to achieve performance improvements.

If you would like further information on this approach, please contact Sally Gooch.

**The next Business Breakfast will be on the 27th February 2003 and will be looking at the Benefits of Project Management.**

## Congratulations!

100% pass rate for a group of candidates undertaking the European Computer Driving Licence

Some of the real benefits identified are:

- An IT skills qualification for everyone
- Helps to motivate staff and complements an organisation's investment in people
- Provides proof of competency in PC skills
- Provides evidence to clients of an organisation's ability to deliver training effectively.
- Helps to ensure consistent levels of IT ability throughout an organisation
- Establishes a tangible IT benchmark for new employees
- Enables better returns from investments in Information Technology
- Increases productivity of employees who use computers in their work

All candidates worked hard to achieve such an excellent result.

Lloyds Pharmacy will now be rolling out ECDL as an ongoing programme with COTU Charterhouse. If you would like further details please contact Clare McKenzie on 024 7652 6709.



*"I would definitely recommend other people to participate in ECDL as it has given me an all round knowledge of packages I use in my daily work, and a confidence boost."*

(comment from a student)

## NEW for 2003

Chartered Management Institute (CMI)

### Diploma in Management (Level 4)

Through a supported open learning programme commencing March 2003.

Alternatively through an individual distance learning programme.

**Contact Graham for an information pack**

Institute of Leadership and Management (ILM)

### Certificate in Management (Level 3)

Supported open learning programme commencing 19th March 2003.

**Contact Graham for further information**

Institute of Leadership and Management (ILM)

### Introductory Certificate in First Line Management

January 27th & 28th  
February 10th & 11th

**Contact Graham for further information**

IOSH

### Managing Safely

January 24th  
February 7th & 28th

**Contact Clare for further information**

**All courses delivered at The Charterhouse are inclusive of refreshments and full days are inclusive of a buffet lunch**

COTU Charterhouse is the Corporate Business Unit of City College Coventry.

For further information contact:

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City College Coventry  
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**CHARTERHOUSE**

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