

Harlow business hosts a key European advisors meeting at the Business Enterprise Hub...

This March saw leaders from a key European training pilot project arrive at the Harlow Enterprise Hub for a three day conference hosted by Academy of Learning Ltd, on a strategic initiative that will affect VSEs (Very Small Enterprises) throughout Europe. So how does a training company like the Academy of Learning Ltd based in the Enterprise Hub in Harlow become a key player and host to a strategic European project?

Linda Mockford commented” This was a great opportunity for us to enrich the Strategic Leadership and Management training we already offer by enabling our clients free access to tried and tested strategic management tools that will help them develop key strategies to grow their business. Here in the UK and particularly in Essex we have a strong culture of Business Support through the Chamber networks and Growth Accelerator initiatives, however this is not the case in many parts of Europe. Our partners in Greece and France are finding these tools particularly useful in changing the mindset of some small business owners who are seeing the benefit of strategic planning and problem solving. We are also benefitting from making these tools available to Business Advisors in the UK.

The training project named the “STRAT Training Programme” was developed to assist business advisors working with VSE’s or small business owners within the farming and rural communities of Europe, to deliver a higher level of support and training to accelerate results and to nurture and develop the business. Although the tools work within small business of all sectors. As part of a combined project team that has members from EU Countries that include Greece, Spain, France, Denmark, the Academy of Learning is representing the UK in this ground breaking training development project.

The aim is to improve the existing learning tools and support for advisors, to achieve more sustainable and improved results. These tools are essential for the recovery and survival of many small localised businesses throughout Europe, so the impact of this project is of extreme importance.

The project known simply as STRAT has been gathering momentum for over a year and is now reaching its critical phase of implementation into the European countries taking part.

Linda Mockford of the Academy of Learning commented; “The last year has been about developing the partner relationships and a journey of understanding what is required by each Country represented in the project to deliver the projects aims. Now we are launching the project and having tested the tools developed we need to know make them accessible to the actual advisors throughout Europe.”

The Strategic tools that have been developed by the partners to assist advisors will be used in the main partner Countries of Greece, Spain, France, Denmark and of course the UK. The aim is that the advisors within each of these European countries will take the tools developed by the partners within the project, and be able to better assist advisors within their own countries.

The Academy of Learning have played a significant role within this European project and they have utilised all of their training skills in the area of business, leadership and management, to guide all of the partners to a final delivery of the training and learning tools required by the advisors throughout Europe. The expertise and ability of this Harlow based training business will now be felt throughout the European community.

Each partner will be responsible for rolling out the STRAT training program within their own country and the results will be compiled to see the effect and benefits that advisors report back on when working with small businesses in their own Countries. The Academy of Learning has been and will continue to be a core part of the ongoing development and success of this joint venture in Europe.

So the next time you are travelling through rural France you may want to think of the impact of the Academy of Learning Ltd based in Harlow, Essex may have had on that Vineyard you are visiting – “Bonne dégustation”.



Enjoying Afternoon Tea at Down Hall following a busy training day at Harlow Enterprise Hub.