

Case Study



Client: Scottish Enterprise / Scottish Government

Project: Premier Adviser
2001 - current

Background: In 2000, the Scottish Executive's Enterprise & Lifelong Learning Committee recommended that a quality benchmark should be developed for publicly funded business advisers within the Scottish Enterprise network. This included not just Scottish Enterprise advisers, but those working throughout the Business Gateway and other business support organisations.

The challenge: There were a number of challenges, most critically:-

- Developing the benchmark
- The volume of advisers to be assessed
- The demographic spread of advisers
- Gaining the "buy in" of learners to an imposed standard

What happened: ibp academy worked with a number of stakeholders, including Scottish Enterprise, ILM and SFEDI to develop the accreditation strategy for the Premier Adviser programme. This involved the development of the ILM Diploma in Business Advice & Counselling.

A national team of workshop deliverers and mentors were recruited with a brief to make the programme as developmental as possible with the ambition for all advisers not just to meet the standard, but to exceed it, sharing their knowledge and skills with colleagues along the way.

The rollout started in August 2001 in Paisley, followed by subsequent launches across the SE region. Regular evaluation then took place, under the guidance of a steering group, with adjustments and improvements to the programme being made on a regular basis. Variants of the programme were also developed to cater for the needs of international advisers and business support staff.

ibp academy managed the delivery process across Scotland. At its peak, over 40 advisers were starting the year long programme every month.

Results: The programme is still being delivered in 2010, most recently in the Highlands & Islands. New technology has been introduced to make the programme more accessible to advisers working in remote locations.

Nearly 800 people have gained the Premier Adviser accreditation and the Diploma. The overall completion rate has exceeded 80% against a background of great change in the sector.

Premier Adviser has won a number of awards over the years, including:-

2002 SFEDI award for the innovative use of standards
2004 National Training Awards – highly commended
2005 Scottish National Training Award
2006 UK National Training Award

For more information on Premier Adviser, please contact Michael McGuire at info@ibpacademy.com or on 01475 676116.

