
Overview

This standard is about supporting the client in identifying how developing and investing in learning and skills can impact upon personal and business development. It requires you to identify specific learning and skills development opportunities, reflect upon the potential benefits and challenges involved, discuss ways of addressing these benefits and challenges with the client and agree the resources that are required.

For the purposes of this standard, business support refers to assistance which is received from individuals or organisations outside of the business, related to a specific business problem or opportunity and/or development of the business. Enterprise support refers to assistance which is received by individuals considering starting their own business. A 'business' can mean an independent entity such as a private sector business, a social enterprise, a charitable or voluntary organisation, or a significant operating unit, with a relative degree of autonomy, within a larger organisation. It can also refer to a formal partnership where two or more businesses are working together towards common goals.

This standard is recommended for individuals and organisations providing assistance to support the development of individuals considering starting their own business and existing businesses, either on a voluntary or commercial basis.

**Performance
criteria**

- You must be able to:
- P1 understand the aspirations of the client and the role that learning and skills development can play in meeting these aspirations
 - P2 encourage the client to raise their personal and business aspirations through learning and skills development
 - P3 outline the value added that learning and skills development can play in working through different scenarios around moving from opportunity to action
 - P4 present a business case for promoting learning and skills development
 - P5 understand the client's skill needs and suggest appropriate solutions
 - P6 use appropriate tools with the client to identify areas of skills gaps and shortages at a personal and/or business level
 - P7 propose how addressing identified learning and skill needs will add value to the business
 - P8 work with the client to map skill needs to appropriate solutions

Knowledge and understanding

Interpersonal and communication skills

You need to know and understand:

- K1 how to use effective interpersonal and communication skills, including, when appropriate:
- K1.1 listening fully and attentively
 - K1.2 questioning
 - K1.3 checking accuracy
 - K1.4 summarising
 - K1.5 reflecting back
 - K1.6 challenging
 - K1.7 respecting and acknowledging issues
 - K1.8 negotiation
 - K1.9 giving, receiving and passing on constructive feedback
 - K1.10 dealing with difficulties
- K2 the advantages and disadvantages of different kinds of communication in different circumstances
- K3 how new ideas may challenge the client's and your thinking

Analyse implications

You need to know and understand:

- K4 what the client would like to achieve
- K5 how to identify the implications for learning and skills development in achieving the stated objectives
- K6 how to evaluate the potential obstacles to progress
- K7 the techniques for assessing the risks associated with investing in learning and skills development
- K8 the resources available to support learning and skills development
- K9 the limits of your own skills and knowledge
- K10 when and where to direct the client to other sources of support

Additional information

Behaviours:

- 1 try out new ways of working
- 2 recognise the opportunities presented by the diversity of people
- 3 respect the client's need for information, commitment and confidentiality
- 4 think strategically, taking a holistic view of the way forward
- 5 seek the right information to analyse a situation and draw appropriate conclusions
- 6 generate justifiable alternatives to solve a problem or reach an outcome
- 7 work to turn unexpected events into opportunities rather than threats

CFABES011

Help the client reflect on the link between improved performance and the investment in learning and skills development



Developed by	Skills CFA
Version number	2
Date approved	November 2013
Indicative review date	November 2016
Validity	Current
Status	Original
Originating organisation	SFEDI
Original URN	CFABES011
Relevant occupations	Higher education teaching professionals; Further education teaching professionals; Chartered and certified accountants; Management consultants and business analysts; Business and financial project management professionals; Business and related research professionals; Finance and investment analysts and advisers; Vocational and industrial trainers and instructors
Suite	Business and Enterprise Support (2013)
Key words	business; enterprise; support; clients; awareness; engagement; networks; relationships; trust
