
Overview

This standard is about helping the client to critically assess a business support offer to ensure that it meets their objectives in relation to developing themselves and their business opportunity. It requires you to translate information from other organisations and networks to the context of the client, introduce planning tools which will help the client to measure success and identify ways of measuring the success of support provided by others.

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 identify a range of information sources to help the client make informed decisions about the business and enterprise support services provided by others
 - P2 provide a framework to assist the client in comparing the different features and costs of the business and enterprise support services provided by others
 - P3 summarise the meaning of quality standards in order to help the client reach a decision about the business and enterprise support services provided by others
 - P4 use appropriate planning tools with the client to identify underlying personal and business skills needs not articulated by the client
 - P5 seek feedback from the client on the performance of the business and enterprise support services provided by others
 - P6 encourage the client to take up references in assessing the business and enterprise support services provided by others
 - P7 act as a translator between the client's needs and the 'language' of business and enterprise support services provided by others
 - P8 ensure that business and enterprise support providers respond promptly to requests for information from you and/or the client
 - P9 help to build trust between the client and providers of business and enterprise support services

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

Analysis and planning

You need to know and understand:

- K4 what the client would like to achieve in considering starting their own business and/or developing an existing business
- K5 what is involved in achieving the agreed objectives including access to resources, commitment of the other people, development of learning and skills and access to knowledge and information
- K6 how to evaluate the potential obstacles to progress towards the agreed objectives by the client
- K7 the advantages and disadvantages of the techniques and tools which can be used to assess the benefits and risks associated with a business opportunity
- K8 the resources available to meet agreed objectives
- K9 how to manage change that may result from achieving the agreed objectives, in terms of personal and/or business development level
- K10 the limits of your own skills and knowledge

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Help the client to critically assess a business and enterprise support offer



K11 when and where to introduce the client to other sources of support

Additional information

Behaviours:

- 1 identify people's information needs
- 2 seek to understand people's needs and motivations
- 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 sound conclusions
- 6 generate justifiable alternatives to solve a problem or reach an outcome
- 7 act within the limits of your authority

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