
Overview

This standard is about helping clients to identify and evaluate the business support offer offered by you and/or your organisation. It requires you to develop a delivery plan, identify ways by which to leverage value from other support services and work with the client to ensure that any evaluation adds value to your activities and those of the client.

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 use appropriate planning tools in drawing up a programme of action with the client
 - P2 incorporate within the programme of action a risk analysis which includes actions to minimise any identified risks
 - P3 ensure that the client understands the steps taken to develop and embed a programme of action
 - P4 review progress against the programme of action ensuring that all milestones are met
 - P5 identify opportunities where investments by the client can leverage access to other business and enterprise support services
 - P6 identify criteria by which to evaluate the impact and value added of the business and enterprise support services provided by you and/or your organisation
 - P7 devise a framework for the client to allow them to review the impact of the business and enterprise support services provided by you on personal and/or business development
 - P8 link the evaluation framework into the journey for the client in moving from opportunity to action and the implications for learning and skills development
 - P9 develop the awareness of the client of the skills required to critically evaluate proposals from providers of business and enterprise support services

Knowledge and understanding

Business and enterprise support services

You need to know and understand:

- K1 the extent and nature of business and enterprise support services appropriate to the needs of the client and how to contact them
- K2 the sources of information available for the client about the extent and nature of business support services
- K3 how different types of business and enterprise support service can provide focused and appropriate expertise and knowledge for the client
- K4 why it is important to be clear about the criteria relating to the accessibility of different types of business and enterprise support services
- K5 methods for assessing the impartiality and independence of business and enterprise support services

Brokerage

You need to know and understand:

- K6 the information that should be included in a brief for suppliers of business and enterprise support services
- K7 ways to develop criteria to select suppliers of business and enterprise support services that will best meet the needs of the client
- K8 what records need to be kept about introductions of the client to other sources of support
- K9 why it is important to ensure that the client retains responsibility for choosing and using suppliers of business and enterprise support services
- K10 the legislation, advisory regulations and organisational guidelines that the support programme should meet

Funding

You need to know and understand:

- K11 the range of potential funding opportunities available to the client
- K12 the methods for accessing and applying for funding from different funding agencies

Additional information

Behaviours:

- 1 seek to understand people's needs and motivations
- 2 identify people's information needs
- 3 tailor your approach to align with the client's goals and circumstances
- 4 respect the client's need for information, commitment and confidentiality
- 5 gain respect by operating in a credible and professional manner
- 6 think strategically and take a holistic view of the way forward
- 7 generate justifiable alternatives to solve a problem or reach an outcome
- 8 comply with, and ensure that others comply with, legal requirements, industry regulations, organisational policies and professional codes

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