

---

**Overview**

This standard is about developing your abilities and skills in supporting individuals and businesses in moving from opportunity to action. It requires you to continuously develop your knowledge and skills in providing business support services, reflect on supporting others in terms of personal, business and/or career development and, where appropriate, review the fit of your needs and requirements with the priorities of the organisation for which you work.

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 evaluate the requirements of your role in providing business and enterprise support services to others, where appropriate, taking account of the expectations and objectives of your organisation
  - P2 maintain a level of knowledge and understanding that meets or exceeds the client's expectations including:
    - P2.1 routes into business for individuals considering starting their own business and the life world of the small business owner-manager
    - P2.2 the extent and nature of business and enterprise support services available to meet the client needs
    - P2.3 trends, opportunities and developments in business development processes and practices that may affect individuals considering starting their own business and existing small business
    - P2.4 developments in the business support landscape that may affect the support provided by you and/or your organisation
    - P2.5 use of information and communications technology
  - P3 extend your knowledge and expertise in response to appropriate changes in business processes and practices and the business and enterprise support landscape
  - P4 obtain the best available information to assist you in providing business and enterprise support services, given the time and resources available to you
  - P5 use feedback from clients, colleagues and other stakeholders about your performance to identify any gaps between the current and future requirements of your professional role and your current skills, knowledge and understanding
  - P6 adopt a reflective approach to evaluating your own motivations to providing business and enterprise support to others
  - P7 adopt a reflective approach to evaluating your practice in providing business and enterprise support services including an assessment of own objectives and recognised professional standards
  - P8 plan your own learning and skills development to address any gaps in current skills, knowledge and understanding
  - P9 update your personal development plan to include new aims or achievements

## Knowledge and understanding

### Ethical and professional considerations

#### You need to know and understand:

- K1 any guidelines provided by your organisation and/or professional body for providing business and enterprise support services including:
- K1.1 ethics, values and standards of good practice
  - K1.2 client service and confidentiality

### Plan your own development

#### You need to know and understand:

- K2 the principles that underpin professional development
- K3 why it is important to invest in continuing professional development
- K4 why it is important to review the current requirements of your role and the ways in which these requirements may evolve in the future
- K5 how to identify development needs to address any identified gaps between the requirements of your practice and your current knowledge, understanding and skills
- K6 the ways by which to enhance your understanding and knowledge of the life world of the small business owner-manager and business development processes and practices
- K7 the style of learning that best suits you
- K8 why it is important to reflect on your motivations to providing business and enterprise support services to others
- K9 your own strengths and weaknesses in providing business and enterprise support services
- K10 your values and personal and career goals and how to relate them to your role in providing business and enterprise support services
- K11 the key elements and scope of a development plan
- K12 how to set objectives which are SMART (Specific, Measurable, Achievable, Realistic and Time-bound) and plan associated actions
- K13 how to update work objectives and development plans in the light of your performance in providing business and enterprise support services and feedback from others
- K14 the way your organisation and/or a professional body works including

resources, objectives, targets and training and development budget

- K15 the objectives of your organisation and/or a professional body for personal development

### **Improve your performance**

You need to know and understand:

- K16 the standards of performance set by you, your organisation and/or professional body
- K17 how to evaluate your performance against the requirements of your role in providing business and enterprise support services
- K18 how to use sources of feedback on your performance to add value to the business and enterprise support services provided
- K19 how to monitor the quality of your work and your progress against requirements and plans
- K20 the ways to develop your knowledge about and experience of providing business and enterprise support services
- K21 how to increase your confidence when working with individuals and businesses from different backgrounds and situations
- K22 the advantages and disadvantages of different types of development activities you could use
- K23 how and why development activities have contributed to your performance in providing business and enterprise support services

---

**Additional information**

**Behaviours:**

- 1 invite a two-way exchange of information and feedback with others
- 2 develop yourself to improve performance
- 3 work to turn unexpected events into opportunities rather than threats
- 4 try out new ways of working
- 5 comply with, and ensure that others comply with, legal requirements, industry regulations, organisational policies and professional codes

<b>Developed by</b>	Skills CFA
<b>Version number</b>	2
<b>Date approved</b>	November 2013
<b>Indicative review date</b>	November 2016
<b>Validity</b>	Current
<b>Status</b>	Original
<b>Originating organisation</b>	SFEDI
<b>Original URN</b>	CFABS7
<b>Relevant occupations</b>	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
<b>Suite</b>	Business and Enterprise Support (2013)
<b>Key words</b>	business; enterprise; support; clients; awareness; engagement; networks; relationships; trust