

### Annual Review Review of 2017/18 (Fifth Year of Trading)

#### **Summary**



# Be...

### Review of 2017/18

Money savings for clients with on-site delivery Upper quartile participant satisfaction ratings Repeat business and sound customer relationships Where the Customers

Public Sector Private Sector Business HE & FE Third Sector

What is achieved

At a Glance
The
Business
Model

come from

What is delivered

How services are

delivered

On-site seminars for groups and teams of people, through to more intimate meetings:

3-1, 2-1 or 1-1

Vibrant learning – interactive opportunities for sharing of opinions, ideas and experience. By creating a 'safe' space for reflection and heightened selfawareness.

- 1.Behavioural Skills Seminars / Leadership & Management Skills Seminars.
  - 2.Consultancy to delivery bespoke solutions.3.Special Interventions to
  - 3. Special Interventions to address areas of concern for groups/teams/individuals.

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Be calm, Be happy. Be curious, Be decisive, Be excellent, Be thoughtful, Be responsible, Be an inspiration. Be a good listener, Be goal orientated, Be willing to learn, Be great, Be the best, Be positive, Be a leader, Be focussed, Be proactive, Be considerate, Be abjective, Be productive, Be an achiever, Be alert, Be fair, Be determined, Be a great team, Be the first choice, Be diverse, Be relaxed, Be confident, Be mindful, Be strategic, Be self-aware, Be motivated, Be a motivator, Be...

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### Be...

### Review of 2017/18

All Customers Easy access to information and resources through the Be... website. Easy search Seminar Directories. Widely read Blogs and Newsletters containing tips, practice and ideas.

Support for self-directed personal development with dedicated books related to on-site seminars.

At a Glance Excellent Range of Benefits

Participants

Energising learning platform which includes sharing ideas, examples and best practice.
Opportunities for reflection and enhanced self-awareness.

Updated skill set.
Increased confidence and learning to take back and inspire others.

Clients

Free proposals and quotes.

No requirement to pay for third party procurement processes.

Transparent pricing meaning efficient budget control.

Spot buying options.

No requirements to enter into large scale tendering or purchase of course manuals or materials.

Clear Terms and Conditions.

Highly qualified and experienced provider who listens.

Professional associations recognising competence and standards. Effective service delivery/facilitation.

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www.be-learningdevelopment.co.uk



## Review of 2017/18

Shared here are some of the highlights of 2017/18, business planning progress and strategic aims and objectives

#### About Be... (The trading name of Jacqueline Mansell)



Sole Owner business delivering an exclusive direct service consultancy



2018/19, Be... entering it's sixth year of trading. Created and begun in 2012 and built on a strong career commited to Human Resources and Personal Development

#### **The Strategic Journey Continues**

To match the service with the requirements of each client

To build client satisfaction leading to a continued working partnership

For clients and particpants to receive a fair, quality and professional service at all stages and in all interactions

To contribute to the work of organisations and institutions in developing harmonious, productive teams and groups of people

To support the growth of confident, effective, positive people

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#### Be... adding value for customers



2017/18 Seminar participants feedback **satisfaction** rating in the upper quartiles: **100% Excellent/Good** 

Selected seminar titles **CPD endorsed** by commissioning organisation



As a result of customer demand, service offerings increased with the development and launch in 2017/18 of **two new seminars**:

- 1. Time Management and Effective Coping Skills
- 2. Dealing with Difficult People



**2017/18 Centre of Activity** 1. Seminars: R&D and delivery 2. Interventions/Proposals (Bespoke) 3. Books: Publicity & sales of Resilience. A Choice for Everyday Living / Writing and publication of second book, Bullying and Harassment of Adults (coinciding with #metoo and #timesup campaign / Commencement of third book title in the To the Point series



Increasing effectiveness and productivity while reducing costs for organisations and individuals with **top programmes** during 2017/18: 1.Influencing Skills, 2.Sustaining and Strengthening Personal Resilience



**Commitment to customers:** Personal **CPD** maintained. **Fees** for seminars and services held for 2018/19. **Seminar Booklets** updated for 2018. Seminar content and materials **frequently reviewed and updated** 

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#### **Engagement:**

During 2017/18 Extending the reach & impact of Be...



#### Website:

Number of Visitors to the website during 2017/18 - 20,222

The most popular feature usage: 1.Home Page, 2.Products - Books, 3.Services - Seminars



**Google** is the major search engine sending customers to the Be... Website. Visitors also like using the **Bing** search engine. In addition, access to the Be... Website can be found via Facebook, LinkedIn, Twitter, Pinterest and WordPress



Regular Be... **Blogs and Newlsetters** have continued to be published. Readership has increased across the years. During 2017/18 there were **6,174 total reads**. The most popular blog was Movie Extras: Learning through Film



During 2017/18, as a consequence of service delivery it was a privilege once again to attend a **House of Commons**Cross Party Reception at the Houses of Parliament



Worldwide sales of To the Point Books

Book, Bullying and Harassment nominated and judged for the **2018 Business Book Awards** 

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