

## Training Programmes Developed

Dr Alan Rae has been responsible for developing the following training programmes and materials

The value covers the areas executed by Alan personally – some of the projects were considerably larger than these segments suggest.

Year	Client	Description	Value
2001	Business Link for London	E-commerce course for small businesses. Developed as 1, 2 and 3 day versions. Project included 120 page workbook and face to face delivery + train the trainers as well as publicity materials and marketing programme.	£60k
2001	Business Link for London	2 day IT refresher course for Ukonline4business IT advisors + Series of Fact Sheets and Diagnostics to support their work	£100k
2002	Ukonline4 business	Authored "Succeeding in the networked economy – The MD's framework for e-business". 22 page booklet for small business owners. Most requested download the project produced.	£15k
2003	Ukonline4 Business	"Broadband in a box". Complete support package for Ukonline4Business IT advisers comprising workshop + delivery notes, 3 workbooks, 12 5 minute video clips, stand banners and publicity materials.	£120k
2003	LSC	Developed and piloted IT Angel – a 5 day training programme for small companies to help them set up and manage simple networks and internet connections	£25k
2004	Springboard 4 Business	Creation of a series of blending learning experiences that combined a number of our existing workshops on IT, marketing and leadership with selected learn direct courses.	£15k
2004	PCWorld	Developed piloted and rolled out a 2 day training programme into how to sell to SMEs. Involved development of innovative visual qualification tool which enabled staff to connect clients' needs with available product. Programme involved training our own staff and PCW staff into how to deliver it and co-ordinating a national roll-out through 140 stores	£100k

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2004-6	EU Leonardo Project via Local Futures Group	E-trainee. Development of workbook and training course for small transport companies, primarily in Eastern Europe. Project comprised a research phase and a development phase. We have since turned the materials into a distance learning programme	£25k
2005	Virgin Atlantic	Distance learning programme illustrating the use of Brain Technologies "BrainMap" and its use in team building and client management.	£5k
2005	SBS- via CNR	Training for re-launch of small business service extranet. Project involved creating and piloting a training workshop and workbook for internal champions, converting to a distance learning format and creating a manual and a set of "journey maps" illustrating practical use of the system	£12k
2006	West Focus (Brunel + RHUL)	Research programme into how small companies use IT. Culminated in a series of 4 workshops for SMEs which we developed, publicised and ran plus organisation of a flagship presentation event and report, Abandoned Heroes which was attended by 60 policymakers.	£40k
2006	Howtodobusiness.com	Development of distance learning sales and marketing programme, 1Man Brand. This consists of 4 core modules – What's your story, Telling it in writing, telling it face to face and telling it on-line. Supporting products are distance learning modules on PR, copywriting, exhibitions and NPD and research plus an e-book Market-online. All material plus the reports from other projects is available on-line. 1Man Brand is used by Prime as part of its support of individuals over 50 who wish to start up in business.	Developed internally as a commercial project
2007	Brunel	Punch above your weight. A research project to focus on how early adopters use Web 2.0 to promote themselves effectively. The workshop has run 6 times with over 60 attendees and is organised, promoted and delivered by ourselves. Other outputs are an e-book and a supporting network built on Ning. It has a web-site <a href="http://www.punchaboveyourweight.com">www.punchaboveyourweight.com</a> and is steadily making its way towards financial viability.	£25k
2008	Brunel/ Howtodobusiness.com	Development of Punch Above Your Weight e-book	Internal product