

## **EDITORIAL FOR CHAMBERLINK PROJECT**



Essential Learning Company joined the Manchester Chamber in 2002. This was to help in raising their profile as a high quality training provider in the Greater Manchester area and to assist in their development plan, expanding into other occupational sectors.

Founded as ETC Training Services in 2001 and already an Investors in People and ISO accredited organisation, the

company was looking for other means to aid the expansion and efficiency of their 20 strong team. The Chamberlink advisor, Andy Ruffler advised company directors Clare Graham and Sharon Elliott of a DTI Best Practice Benchmarking Award. This involved a diagnostic test of all key areas of the business to benchmark them against other similar organisations.

As a result of this Chamberlink were able to offer some supportive funding towards the fees of a Marketing Consultant. Chamberlink provided a list of potentially suitable consultants, and profiles on ones that he felt would meet Essential's needs. Interviews were carried out with 3 consultants and Katrina Morphet of KAM Marketing Associates, was recruited to assist with the development of strategic marketing with the two directors.

Katrina held regular meetings with the directors and posed some very enlightening questions to stimulate more strategic thinking on where the business was directed, the threats it was potentially going to encounter and possible opportunities away from the main activity of the organisation which was NVQ training in the Care Sector. From these meetings – three key issues were identified for the organisation –

- The requirement for the role of Business Development within the company
- A more strategic business, marketing and operational plan was required to minimise the weaknesses/threats and maximise strengths/opportunities
- Re-branding was important to attract new clients and refresh their image



KAM and Essential worked together to design the new logo, corporate mission statement and strapline and to devise a marketing plan to move the company forward. At the combined relocation and rebranding launch, the new name and logo, website and image provoked many positive responses from both internal and external contacts – it has brought a more professional look to the organisation and its activities. It

is still early days since the assignment was undertaken but already the future is looking extremely positive and the company continues to maintain and win new customers/contracts. In new additional premises and with more staff, Essential is looking to a very busy year where they will have switched from a specialised training provider to a more robust and wide ranging training organisation.