



*Helping Your Investment Develop  
New and Growing Business*

**SFEDI® DIRECTORY**





*Entrepreneurs have a great ability to create change, be flexible, build companies and cultivate the kind of work environment in which they want to work.*

Tory Burch

# Foreword



Since 1996 SFEDI has prided itself on developing and delivering nationally and internationally recognised business solutions supporting enterprise and entrepreneurs through every stage of the business lifecycle.

With 99.9% of the UK made up of micro, small and medium sized businesses contributing £24 billion to the UK economy annually, it has never been more important to link businesses with experienced and high quality support professionals.

With a proven and trusted brand, the SFEDI Directory is a complete solution to access a national network of verified and accredited business and enterprise support professionals to meet the needs of businesses in your region.

The professionals listed within the SFEDI Directory have not only demonstrated their knowledge and skills through the achievement of a nationally recognised qualification, they are also committed to ongoing and meaningful continuous professional development.

We look forward to working in partnership with you to support businesses and their owners through their entrepreneurial journey as together we create a truly enterprising community.

Regards

*Ruth Lowbridge*

**Ruth Lowbridge**  
Executive Chair  
SFEDI Group

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TEAMWORK



MANAGEMENT



PLANNING



STRATEGY



VISION



## Meet SFEDI

Passionate about what we do, SFEDI is the government recognised Sector Skills Body for Enterprise and Enterprise Support and since 1996 we have supported businesses in developing the skills they need to start, survive and grow.

For over two decades, the Small Firms Enterprise Development Initiative (SFEDI) has engaged with key enterprise stakeholders, business support practitioners, employers and the self-employed to improve their involvement in developing skills.

We have consistently consulted with a broad range of organisations within the sector to make best use of their advice and contributions in researching and developing sectoral skills solutions and policy recommendations.

Our combined experiences have provided the team with in-depth knowledge and understanding of the people development needs of businesses and the requirements of learning and skills support initiatives that seek to achieve public policy objectives.

Guided by our Advisory Council, comprised of representatives from the major national membership and representative organisations for enterprise and enterprise support, SFEDI has played major roles in national and international projects, including:

- **Get Mentoring** – a £1.8 million project to recruit and train over 15,000 volunteer business mentors
- **Business Support standards and qualifications** – developing a suite of national occupational standards and qualifications for advisers, coaches, mentors and enterprise educators
- **International projects** – to include leading on a project to create standards, training and support materials for community based business advisers in Germany, Portugal, Spain and the Czech Republic

And what's next ...

The SFEDI Directory, working with you to support the development and growth of business to provide the bedrock of a truly entrepreneurial culture and economy.



# What is the SFEDI Directory?

*“Associate yourself with people of good quality, for it is better to be alone than in bad company”*

**Booker T. Washington**

The SFEDI Directory is your complete solution for accessing and verifying the credentials and experience of accredited business and enterprise support professionals.

With a proven and trusted brand and a product that covers the whole of the UK, the Directory is aimed at supporting you with the development and growth of business to provide the bedrock of a truly entrepreneurial culture and economy.

The SFEDI Directory is central to the drive towards a more competitive enterprise landscape with increased employment opportunities, improved productivity and, ultimately, greater prosperity locally, regionally and nationally.

It is designed and maintained to enable you to check the credentials of the advisers, coaches, consultants, mentors and trainers you choose to ensure they have up-to-date, relevant qualifications and valuable experience.

In developing and providing the Directory our core belief is the need to engage the views of micro and small businesses ensuring their opinions on the business and enterprise support they receive is taken into account.

As a result, to maintain directory status, business and enterprise support professionals are required to submit up-to-date evidence of their continued professional development as part of their application. This ensures that those professionals accredited through the SFEDI Directory don't just understand how to provide support but also have a working knowledge of current practices.

## So how do you use it?

The SFEDI Directory has been built to remove the hard work and that is why we have designed it to be accessible whether you are on the move or at your desk.

You can access the Directory at any time by visiting the website [WWW.SFEDIDIRECTORY.CO.UK](http://WWW.SFEDIDIRECTORY.CO.UK) on your computer, laptop, mobile phone or tablet.

And we have kept searching the Directory simple as well:

- If you already know the name or SFEDI ID number of the business and enterprise support professional, you can use either the Quick Check on the homepage or the Accreditation Checker on the Search Directory page
- If you don't already have a business and enterprise support professional in mind, and are looking to access one of the SFEDI Directory accredited professionals, simply use the search function on the Search Directory page

And of course if you're unable to find the support you need, a member of our team will be happy to assist you.





# How will the SFEDI Directory help us to support businesses?

The SFEDI Directory provides you with a unique, quality assured way to engage with the business and enterprise support community.

## **How can the SFEDI Directory help you?**

- A national register of verified and accredited business and enterprise support professionals
- A Directory with the core belief of engaging the views of micro and small businesses as part of the professional's initial and ongoing verification and accreditation process
- Compiled to support those who help micro, small and medium sized enterprises verify the professional's credentials and experience
- Ideal for those supporting businesses at every stage of the business life cycle
- An easy to use and comprehensive search function allowing you to easily and quickly verify the credentials and experience of business and enterprise support professionals
- A credible source of nationally accredited support that's proven, trusted, delivers real results and is simple and free to use



# What types of support are available within the SFEDI Directory?

Business support is delivered in a number of ways. This means that as well as thinking about the professional know how and experience a business and enterprise support professional provides, it's also important to consider the type of support they deliver.

For example, a support professional may have decades of experience working with SMEs, but are they a coach, an adviser, a mentor, a trainer or a consultant?

Here we provide a handy guide on the different types of business and enterprise support you can access through the SFEDI Directory in order to best support the needs of the businesses you support.

## **Business and Enterprise Advice**

A business and enterprise adviser provides informed opinions of what a business should do or how they should behave in business situations.

The advice they provide may lead to the development of an action plan in order to achieve clearly defined objectives and often provides detailed feedback on documentation such as business plans and financial planning documents to ensure that the business is underpinned by solid strategic thinking.



## **Business and Enterprise Coaching**

A business and enterprise coach works with individuals within a business to pinpoint and improve specific areas of their performance, for the overall good of the company.

For example, a coach may help an individual become a better decision maker, arm them with new confidence or coach them to be more assertive in client meetings. Business and enterprise coaching can, for example, make them a better communicator and give them a professional edge and, ultimately, these advantages will propel their business further.

## **Business and Enterprise Consultancy**

A business and enterprise consultant will focus on the development of a business' practices, processes and structures, generally looking at the business from a strategic level.

A consultant will often be a specialist in a particular field, for example finance, law, marketing or human resources. By sharing their knowledge they help equip businesses with a better understanding for the future.

## **Business and Enterprise Mentoring**

A business and enterprise mentor is someone who has been there, done it and has the t-shirt. They were once in the same shoes as the business and, as such, can provide invaluable practical insight.

The mentoring process is often discussion based with the mentor sharing past experiences and encouraging the mentee to reflect on their ways of working and business objectives.

Ultimately, mentees are encouraged to unearth their own business solutions under the tutelage of their mentor.

## **Business and Enterprise Training**

A business and enterprise trainer will provide a pre-defined and subject specific knowledge and skills development solution. They may work on behalf of Further Education colleges, universities or private training providers.

Training may be delivered to individuals or groups, face-to-face on a business' premises, on-site at the training provider's base, or online as distance learning and is often linked to the achievement of a programme or qualification.





*"I'm convinced that about half of what separates the successful entrepreneurs from the non-successful ones is pure perseverance."*

Steve Jobs, Apple CEO



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