Growing SMEs in Buckinghamshire:
A Case Study – Skills Brokerage Service

Buckinghamshire Skills Brokerage is a service that can analyse strengths and weaknesses within a business using an online diagnostic tool as well as offering skills advice about workplace training. Delivered by Adviza and run in partnership with Buckinghamshire Business First.

| Business: | A Business Intelligence Tool for Charities  
|           | www.charityexcellence.co.uk |
| Overview: | A sole trader for 1.5 years |
| Business Problem: | Lack of SEO skills |
| Solution: | Bespoke training course |

Creating the perfect solution to solve a common business problem sounds like a great business proposition. However, in today’s business environment, if you do not know how to reach your target audience via a digital platform you may run into trouble. This is the position Ian McLintock found himself in when he designed his business intelligence tool for charities. He knew that his target audience was UK wide and ensuring his website’s SEO (search engine optimisation) was able to deliver the appropriate traffic was key to his success.

Peer Recommendation

Ian discovered the Buckinghamshire Skills Brokerage service through the CEO of a local charity he knew. He assumed that he would have to go to London (and pay London prices) or further afield to find the right type of training course to improve his skills and was pleasantly surprised there was someone local who could help him. “I had no idea there would be a company on my doorstep that could offer me the **bespoke training** I needed,” said Ian. After an initial meeting, Ian’s adviser was able to assess his training requirements and source a local company that fulfilled his specific
requirements. The training voucher also covered the cost of the course, which meant Ian did not have any additional costs.

**Website launch**

On completion of his training and prior to the initial launch of Ian’s website, he implemented a revised SEO strategy, vastly improving his chance of success. His grand plans included using his new skills to incorporate social media into his marketing activity to open up his sales pipeline into additional industries. Ian has already been spreading the word about the benefits of using the free service.

“My adviser used their knowledge to find me a respected local company, I didn’t even know existed and had exactly the in-depth expertise I needed. I now have a low cost, UK wide, digital sales route, which I learned how to create myself over coffee in my dining room, and the training voucher meant it cost me nothing at all,” Ian continued. “The training was the missing piece of the jigsaw for my business.”