



*A Guide to Joining the SFEDI Directory*

**SFEDI® DIRECTORY**



*"When you transfer knowledge to someone, you're not giving them everything but rather a foundation to build upon and to make greater"*

Terry Mark

# Foreword



We are delighted that you have decided to join the SFEDI Directory, the national directory of verified and accredited business and enterprise support professionals.

With an increasing number of people entering the market place it is often difficult to stand out from the crowd and this is as true of the business and enterprise support sector as any other.

The SFEDI Directory is your complete solution for additional credibility within the marketplace making sure your experience and credentials can be searched and verified by organisations.

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 organisations to verify the credentials of the advisers, coaches, consultants, mentors and trainers they choose to ensure they have up-to-date, relevant qualifications and valuable experience.

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 are the experts in business and enterprise support having supported businesses to start, survive and grow since 1996.

For almost two decades, the Small Firms Enterprise Development Initiative (SFEDI) has engaged with key enterprise stakeholders, supporters, 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, we ensure that all of the enterprise solutions we provide are best placed and formulated to deliver the highest impact.

SFEDI has played major roles in national and international projects, including:

- **Get Mentoring** – a £1.8 million project to recruit and train 15,000 volunteer business mentors
- **Small Business Finance Taskforce mentoring strand** – developing and delivering a training and accreditation programme for 100 volunteer business mentors from the banking industry
- **Leonardo Project** – 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.



## Prepare before you apply

We don't like getting stumped half way through a task either so we have provided you with a Save and Return Later option which will email you a handy link to return to your in-progress application.

However, it is much easier to make sure you have everything you need to hand before starting your application.

By having to hand the following documents and information, completing the online application will be hassle free. You should make sure you have:

- **Information to complete your biography** – people like to engage with people, why not tell them why you are so good at what you do
- **Regions covered** – thinking about where you are geographically able to cover makes sure you don't suddenly end up on that unexpected long and lonely drive
- **Support type** – are you a high flying adviser, an empathetic mentor or a strategic consultant?
- **What you can support with** – jack of all trades, master of none. Ring any bells? Make sure you set out your specialisms, what are you able to support a business with?
- **Support method(s)** – a people person or an IT guru we provide you with the opportunity to explain how you deliver your support services
- **Sector(s) covered** – going from a FTSE 100 in London to a field in the countryside, you may not like being out of your comfort zone but trust us, those looking for you want to make sure you aren't either
- **Qualification details** - now is the time to let us know what business and enterprise support qualification(s) you have. Don't forget to provide the evidence
- **Supporting evidence/documents** – you've told us what you can do now it's time to show you can do it
- **Testimonials** – setting the SFEDI Directory apart from the crowd, we listen to the thoughts and opinions of the micro and SME community

# Step by step application

\* Mandatory field within the online application form

## Your Details

- **First and Last Name\*** - this is how your name will appear on both your profile and your downloadable accreditation certificate
- **Username\*** - your username will identify you within the community and also be used to generate your personal profile URL and as such will be visible to other SFEDI Directory users
- **Email\*** - this email won't be published on your profile and will only be used by SFEDI if we need to make contact with you
- **Password\*** - the normal rules apply a mix of letters, numbers and symbols will make your password stronger and try not to use the same password for multiple websites
- **Telephone\*** - this number won't be published on your profile and will only be used by SFEDI if we need to make contact with you
- **Company Name** - the name of the support organisation you work for
- **Address\*** - this address won't be published on your profile and will only be used by SFEDI if we need to make contact with you

## About You

- **Bio** - provide a brief overview of your professional career to date
- **Public Contact Email** - this email address will be publicly visible to other users
- **Regions Covered\*** - the geographical areas that you are able to offer your support services
- **Support Type\*** - select the type of support you are able to provide. Please note you must provide evidence of a corresponding qualification to show that you are qualified to offer this type of support.
- **Support Offered\*** - select the methods the support is provided



## Qualifications and accreditations

### SFEDI Approved Business and Enterprise Support Qualification(s)

Within this section you should select the business and enterprise support qualification(s) that you hold and can provide evidence for.

You are able to select multiple qualifications by holding down CTRL whilst clicking (CMD button if using an Apple Mac).

If your business and enterprise support qualification is not listed select Other Business Support Qualification(s) and use the free text box to list the titles of the qualification(s) you hold making sure to use a new line for each.

Please note you must hold at least one business and enterprise support related qualification in order to be considered for accreditation through the SFEDI Directory.

### Additional Qualifications

Within this section you should list any additional relevant none business and enterprise support qualifications that you may hold that demonstrate your subject specific knowledge.

Make sure to use a new line for each qualification listed

### Supporting Documents

You should provide, as a minimum, a scanned copy or photograph of each of the business and enterprise support qualifications you have declared and also a copy of your up-to-date CV demonstrating current support practices.

If you have declared additional subject specific qualifications you should also provide a scanned copy or photograph of each of those qualifications.

Uploads can be in the format of pdf, doc, docx, rtf, odt, txt, jpg, png, gif.

## Reference and testimonial

In developing and providing the SFEDI 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, as part of our verification process for the SFEDI Directory, business and enterprise support professionals are required to submit references and testimonials as part of their initial and ongoing accreditation applications.

Testimonials or references should be from micro and/or small medium businesses with which you have worked within the last 12 months

This ensures that those professionals accredited through the Directory don't just understand how to provide support but also how to put their knowledge into practice.

Uploads can be in the format of pdf, doc, docx, rtf, odt, txt, jpg, png, gif.

Further information as to reference and testimonial requirements can be found on the SFEDI Directory website.



## Payment and application submission

The application cost will be displayed noting both the price without VAT and the total price to be charged including VAT. If you are in possession of a valid discount code you should enter this now and click the Apply button.

If the discount code is valid then a new total amount will be displayed.

Please note that retrospective discounts cannot be applied and so you must ensure you use your discount code at the time of application.

You will be required to enter both your payment card details and your billing address if different from the address entered earlier.

Prior to submitting your form you will also be asked to agree to the SFEDI Professional Code of Conduct.

## Next steps

Once your application has been submitted it will be reviewed by a member of the SFEDI quality assurance team where your information and supporting documentation will be reviewed.

It may be necessary to contact you in order to verify the information or supporting evidence you have submitted.

We aim to complete application reviews within 3 working days but if you have not received a decision within 7 working days please contact the SFEDI team on [info@sfedidirectory.co.uk](mailto:info@sfedidirectory.co.uk).



*"Alone we can do so little, together we can do so much"*

Helen Keller

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