



*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 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 MBE**  
Executive Chair  
SFEDI Group

# Contents

**5**

Meet SFEDI

---

**6**

Choosing the right accreditation option for you: qualification accreditation process

---

**7**

Choosing the right accreditation option for you: experiential accreditation process

---

**10**

Going the extra mile: verified status

---

**11**

Fees and Prices

---





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.



# Choosing the right accreditation option for you

The business and enterprise support industry is made up of individuals from many different walks of life and to reflect this, the SFEDI Directory provides a dynamic national quality assured framework built to meet the challenges of a fast paced industry.

With a long standing history in both supporting businesses to start, survive and thrive and supporting the development of high quality business and enterprise support professionals, the SFEDI Directory provides a national accreditation service.

SFEDI Directory accreditation can be achieved in two ways:

## **Qualification Accreditation Process**

Since 1996, SFEDI has provided qualifications targeted at developing the skills and knowledge required to support businesses to start, survive and thrive. Those who have achieved a SFEDI qualification or a SFEDI Awards regulated qualification can gain accreditation through the SFEDI Directory.

Applying using the qualification accreditation process can be completed in one of two ways:

- Click on the link received in the automatic email on successful completion of an approved business and enterprise support professional qualification, or
- Complete the online application form on the SFEDI Directory website and enter your personal details and the unique identifying number found on the SFEDI qualification or SFEDI Awards regulated qualification certificate

## Experiential Accreditation Process

Qualifications aren't right for everyone and many business and enterprise support professionals have gained many years experience supporting businesses.

The experiential accreditation process provides the support professional with the opportunity to map their experience against the SFEDI national quality assured framework for business and enterprise support professionals.

The experiential accreditation route is available to those support professionals who have been providing business and enterprise support services for a minimum of one year and is made up of a formal interview conducted by a member of the SFEDI Directory accreditation team.

The following provides information of the content of the experiential accreditation interview

### The Business and Enterprise Support Landscape

This section requires knowledge of the business and enterprise support landscape at a local, regional and national level.

It ensures that the support professional understands not just the services that they are able to offer but also the services offered by other public and private sector organisations.

This not only ensures that the support professional maintains their industry knowledge but is also able to signpost a micro, small or medium business to appropriate services where they are unable to meet the business's requirements.

### Understand the types of support service available and the impact they can have on businesses

- The types of business and enterprise support available to micro, small and medium enterprises at a local, regional and national level and the similarities and differences between them
- How business and enterprise support interventions add value to local economic development
- The indicators that can be used to understand the impact of business and enterprise support on an individual business and the methods of how the impact can be measured
- The role of business and enterprise support professionals in supporting the assessment of the impact of support interventions





## **The Knowledge, Skills and Behaviours Required to Implement Business and Enterprise Support Services**

This section requires the support professional to demonstrate how they have implemented their knowledge, skills and behaviours in order to provide an effective business and enterprise support service.

It ensures that the support professional not only understands what is required to support a micro, small and medium business but is also able to provide a practical solution that supports businesses to start, survive and thrive.

The support professional is required to provide examples from a minimum of two businesses that they have provided support to within the 12-month period prior to their application to the SFEDI Directory being made.

### **The policies and codes of ethics that impact on business and enterprise support interventions**

- Identify the policies and codes of ethics that are set by your organisation and/or professional body that you are a member of that impact on the business and enterprise support services that you offer
- Analyse how these can impact on the development of a professional relationship with your client.

### **Establishing a professional relationship with a client**

- Establish the scope of the support to be provided through encouraging the client to explain clearly what they want to achieve
- Establish the respective roles and responsibilities of both yourself and the client within the support relationship
- Establish the purpose, format and timing of the support interventions
- Help the client to obtain the information they need to review the feasibility of the business opportunity
- Help the client to identify any obstacles in progressing the business opportunity and to draw up appropriate strategies and, where appropriate, contingency plans to deal with potential obstacles
- Help the client to identify other stakeholders that need to be engaged to move the opportunity forward and help them to develop an engagement strategy
- Implement methods for the development of a constructive two way feedback system between yourself and the client

### **Signposting clients to other forms of support**

- Identify a range of service providers who are able to meet the needs of the client and provide support to the client to enable them to compare the different features and costs of each of the services
- Support the client to select providers who are best placed to meet their needs
- Support the introduction process of the provider to ensure that the transition is smooth for the client



## **Managing conflicts of interest with clients**

- Assess risks of conflicts of interest with the client
- Assess the impact of potential conflicts on the relationships with the client
- Provide solutions of how the potential conflict be managed to either be resolved or to minimise the impact on the relationship with the client

## **Evaluation of the support intervention**

- Identify the benefits of evaluating the impact of the support intervention
- Support a client to identify indicators they can use in order to measure the impact of the support intervention and methods in which to carry out the evaluation

## **Continuous Professional Development**

This section requires the support professional to demonstrate how they currently, and in the future, plan to continue to maintain and further develop their knowledge, skills and behaviours in order to be able to provide effective business and enterprise support to micro, small and medium businesses.

The support professional is required to provide examples of their current CPD plans and activities, how this has impacted on the improvement of the services they provide and also examples of their future plans to continue to develop their ability to offer effective support solutions.

## **The requirement and methodologies for continuous professional development**

- Identify the knowledge, behaviours, skills and ethical and professional standards required to carry out the support role and use appropriate methods to analyse how you currently measure against these
- Construct and implement a personal development plan identifying activities, timescales and evaluation techniques to support your own continuous professional development
- Evaluate the quality of your own professional networks and improvements that could be made in order to enhance the support services you are able to offer

On successful completion of either the qualification or experiential accreditation process, a member of the SFEDI Directory team will provide access to the Directory including the ability to download an accreditation certificate and the official accreditation logo.



## Going the extra mile: verified status

For those support professionals who want to take that next step, the SFEDI Directory operates an additional Verified status.

The SFEDI Directory Verified status is available to those who have successfully completed either the qualification or experiential accreditation process and would like to take that next step.

Verified status enables the professional to:

- Use the SFEDI Directory Verified Professional logo
- Gain certification as a SFEDI Directory Verified Professional
- Achieve preferential listing through SFEDI Directory searches

To apply for Verified status simply complete the application form, accessible once logged into the SFEDI Directory, and supply a minimum of two testimonials from an individual or micro, small or medium sized business supported within the last 12 months and evidence of CPD activities.

On successful completion of the application process, a member of the SFEDI Directory team will provide access to the Verified Professional logo and Verified Professional certification. The support professional will also become eligible for preferential listing through SFEDI Directory searches.

# Fees and Prices

The fees and prices below relate to the accreditation process for the SFEDI Directory and the ongoing fees for maintaining that accredited status.

If you have any questions relating to the fees and prices detailed below please contact a member of the SFEDI Directory team who will be more than happy to support.

## Accreditation Fees

Accreditation Type	Fee (VAT exclusive)
Qualification Accreditation	Free of charge on completion of approved SFEDI qualification or SFEDI Awards regulated qualification
Experiential Accreditation (including verified status application)	£350

## Additional Fees

Additional Fee Type	Fee (VAT exclusive)
Verified Status Application	£99
12-month Verified Status Reapproval	£99





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

Helen Keller

# SFEDI<sup>®</sup> DIRECTORY

SFEDI Enterprises,  
53 Coniscliffe Road, Darlington,  
County Durham, DL3 7EH

 @SFEDlents

**Phone:** +44 (0)845 467 3218

**Web:** [www.sfedidirectory.co.uk](http://www.sfedidirectory.co.uk)