



Case Study

East of England International

“*The Leadership and Management funding brokered by TCHC has enabled our people to receive advanced training in communication skills that will enable them to better serve our clients.*”

David Earp, East of England International



Project: Leadership and Management

Business Sector: Enterprise Export- Support

Location: Cambridge

No of employees: 73

East of England International (EEI) delivers UKTI services and helps first-time and existing exporters to enter overseas markets and assisting new and established foreign-owned organizations to locate and grow in the East of England.

According to David Earp, International Trade Development Manager, International Trade Advisers form a core component of the delivery of EEI's services, as well as the UKTI Passport to Export workshops. "Skills and interactive elements of the workshops are delivered by professional trainers, and then members of our team make presentations on the specialist services we offer."

However, as David explains, the style and delivery of different team members was not always consistent: "We have hugely knowledgeable and experienced advisers who all have to stand up and present to a dozen businesses, but they are not professional trainers."

When David found out his budget would not cover training costs, he turned to TCHC.

TCHC Leadership and Management Adviser Colin Grant takes up the story:

"Leadership and Management funding is available to cover the costs of training and development for senior managers. I thought we might be able to help, so asked David to complete an online training needs analysis. Then, based on the results and further diagnostics I completed over the phone with David, I was able to confirm that EEI's communications training was eligible for funding."

David praised the efficiency of the process and has since seen a marked improvement in the consistency of presentations. Plus, there has been an unexpected bonus. "TCHC and EEI are complementary organisations, with a shared pool of clients, says David. "So, having established a relationship, we are now able to cross-refer between our two organisations."

In addition, the success of the training brokered by TCHC has spurred on EEI, as David explains: "We have other programmes in addition to Passport to Export, such as our UKTI Gateway to Global Growth programme aimed at senior managers and board directors, where TCHC's Leadership and Management scheme is ideally targeted. So, we'll no doubt be using TCHC's advice, support and brokering services again!"



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