



**54 Degrees
Project Consultancy
The Alternative Board
(TAB)**



Introducing Family Members to Business

Project Client

Dougie Brown had been running his own business, The Alternative Board, for three years, when his wife retired after 27 years within the NHS and showed an interest in getting involved with the business.

The funded sessions were perfectly timed to introduce Fiona to the world of business and get her thinking about the systems and a different type of planning to what she was used to.



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Project Aim

New start-ups and sole traders find the transition hard when they have to employ new staff to accommodate increasing workloads. From working on your own to having to manage and delegate to a team is not an easy task.

Using SEF funding, Sarah Wilson 54 Degrees was able to offer training sessions to sole-traders who had recently employed a member of staff, to help reduce stress by improving the ability to plan and delegate to the new team member, as well as get the best out of limited resources by improving skills in planning and logistics.

The time spent looking at the business alongside Dougie and Fiona, and reviewing business processes and the workflow to engaging new clients, triggered a new set of interests and skills which Fiona and Dougie did not realise were there. It was all about a transfer of responsibility, so that the right person was taking on the right tasks to suit their skills.

Project Results

Dougie said: *"We realised that Fiona is the systems and database person and works with TAB HQ to make best use of the powerful CRM system we have access to. Fiona also has loads of patience to research potential prospects and work with the Lead Management company to concentrate their efforts in the right direction, leaving me to go out and meet clients face-to-face."*

They are both starting to find their feet and Dougie is finding that Fiona is now invaluable in prompting him to direct his efforts in the right direction and at the right time. The courses have helped a husband and wife team lead a successful business together and have the perfect lifestyle balance.

**The Skills
Enhancement
Fund**

The Skills Enhancement Fund is a £50m resource unique to Yorkshire and Humber providing interventions in skills and workforce development which cannot be funded through other sources. The fund, which is co-financed by the Skills Funding Agency through the European Social Fund and managed by Calderdale College on behalf of the West Yorkshire Consortium of Colleges, has supported over 50,000 individuals through part-funded training to employers across Yorkshire & Humber, ensuring that staff are given the support to progress and businesses are able to build a stronger and more productive workforce.

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