

## Brook Corporate Developments – Export and Innovation

<p><b>Title of Proposed Programme</b></p>	<p><b>Export Fundamentals and Understanding</b></p>
<p><b>Programme Content</b></p>	<p>Whilst several components in this training course are standard, others, including business related assignments will be a bespoke with content informed by discussion and competency analysis of the participant group within the business. Content is aimed at achieving business benefit and impact by addressing several key components in effectively understanding both the opportunities and requirements relating to exporting.</p> <p>Content will include:</p> <p><b>Export Overview</b></p> <ul style="list-style-type: none"> <li>▪ Benefits of exporting – how it contributes to organisational success</li> <li>▪ How an export sale differs from a domestic sale</li> <li>▪ Market research – basic overview of issues to take into account</li> <li>▪ Preferential Trading areas - targeting countries who enjoy nil or reduced rates</li> <li>▪ of duty on imports from the UK</li> <li>▪ Route to market (direct to end user, agents, distributors etc.)</li> <li>▪ Explanation of export terminology; Terms of delivery (Incoterms 2010); Export documentation requirements – EU and non-EU</li> <li>▪ Methods of Shipment and Insurance</li> <li>▪ Methods of Payment; How to deal with currency invoicing; Money saving Customs procedures</li> </ul> <p><b>Export Strategy</b></p> <ul style="list-style-type: none"> <li>▪ Readiness to export - questionnaire to determine how ready the organisation</li> <li>▪ is to start exporting (Each delegate to determine specific selection criteria they would need the export market to fulfil for their company).</li> <li>▪ What information do we need before we decide to enter an export market? Pricing</li> <li>▪ Export Marketing – what is involved</li> <li>▪ Trade Exhibitions</li> <li>▪ What skills &amp; resources will be needed to export</li> <li>▪ Export financing – ways of financing your exports</li> </ul> <p><b>The Export Process</b></p> <ul style="list-style-type: none"> <li>▪ Solicited or unsolicited enquiries</li> <li>▪ Logistics (plus role of the freight forwarder); Customs Regimes; Terms of delivery; Documentation.</li> </ul>

	<ul style="list-style-type: none"> <li>▪ How internal paperwork simplifies the exporting process (quotation, order acknowledgement, works order, picking &amp; packing list, commercial/export invoice Departmental roles in the export process (planning, shop floor, inspection, warehouse [types of packaging according to air or sea, durability etc. compatibility of goods, security, loading – photographing], shipping, credit control</li> <li>▪ Proactive research</li> <li>▪ The Export Quotation</li> </ul> <p><b>Getting Paid</b></p> <ul style="list-style-type: none"> <li>▪ Methods of payment:</li> <li>▪ payment in advance</li> <li>▪ partial payment</li> <li>▪ open account</li> <li>▪ cash against documents</li> <li>▪ Usance bill of exchange</li> <li>▪ Letter of Credit</li> <li>▪ Providing the relevant paperwork with the relevant information (invoice,</li> <li>▪ packing list, shipping document, bill of exchange, L/C)</li> </ul> <p><b>Export Licences</b></p> <ul style="list-style-type: none"> <li>▪ What are Export Controls?</li> <li>▪ The UK Strategic Export Control List; Military &amp; Dual Use explained;</li> <li>▪ ITAR (International Traffic In Arms Regulations)</li> <li>▪ End Use Controls</li> <li>▪ Getting a rating for your product</li> <li>▪ Types of Export Licence</li> <li>▪ Applying for a licence</li> <li>▪ Record keeping</li> </ul> <p><b>Preferential Duty</b></p> <ul style="list-style-type: none"> <li>▪ What is preferential trade?</li> <li>▪ Countries with which the EU have preferential trading agreements</li> <li>▪ Originating rules; Supplier’s declarations; Origin certification</li> </ul>
<p><b>Course delivery method</b></p>	<p><b>Employer premises</b></p> <p>The training will be delivered on the business premises. The support will, where required be specifically tailored to the business but also, by virtue of individual participant assessment to the individuals within the group and will also contain elements of one to one support to respond to individual’s skills gaps. The support will thus be delivered both in small group format but will be augmented by one to one sessions tailored to cover specific individual needs and potential individual competency gaps</p> <p>The training content will be bespoke and specific to this organisation’s requirements.</p> <p>An integral part of the training and skills development will be one of ‘experiential learning’ by virtue of real, in the business project based activity.</p>

<p><b>Duration</b></p>	<p>This course is available at four levels of content and duration according to business and participant need:</p> <p>Foundation      3 days learning Higher            9 days learning Advanced        18 days learning Intensive        30 days learning</p> <p>It is expected dependent upon learning level, delivery duration will be between one and five months</p>
<p><b>What are the perceived business benefits of the proposed training and what are the outcomes for the business</b></p>	<p>In the current business environment, for businesses to achieve 'high growth' status, for many it is no longer adequate for them to rely on domestic market growth potential. However, to take those early steps into exploiting export potential, barriers, methodology and processes may appear daunting.</p> <p>This training will give the business new skills and understanding whereby exporting will be explained step by step, compliance and regulatory issues will be demystified- so helping them to become 'export ready.</p> <p>In addition to the overall business benefits this support will be the increased knowledge, skills, and capability of individuals in relation to the core capabilities that their respective roles require to help drive growth and change in the business.</p> <p>All will benefit from the training by the broadening of their competencies with skills which are transferrable and additional to their existing competency set.</p> <p>Another benefit to the individuals will be an increased level of confidence in fulfilling their working roles, hence increased job satisfaction.</p>
<p><b>Target group of participants/Who should attend</b></p>	<p>The target group of participants are individuals in the organisation who are involved either directly or indirectly in export decision making or implementation</p>
<p><b>Is there opportunity for delivery to be flexible dependent upon the needs of individual learner/employer</b></p>	<p>Further content will also be included and delivered progressively using feedback from the learners, and their developing understanding. This will include specific assignments drawn from, and adding benefit to their organisation and further one- to -one learning content informed by any knowledge gaps or weaknesses in knowledge of any individuals in the cohort.</p>
<p><b>Title of Proposed Programme</b></p>	<p><b>Importing Fundamentals and Understanding</b></p>
<p><b>Programme Content</b></p>	<p>Whilst several components in this training course are standard, others, including business related assignments will be a bespoke with content informed by discussion and competency analysis of the participant group within the business. Content is aimed at achieving business benefit and impact by addressing a number of key components in effectively understanding both the opportunities and requirements relating to importing.</p> <p>Content will include:</p> <p><b>Import Overview</b></p>

- Benefits of importing – how it contributes to organisational success
- How an import purchase differs from a domestic purchase
- Market research – basic overview of issues to take into account.
- Preferential Trading areas - targeting countries who enjoy nil or reduced rates
- of duty on imports from the UK
- Route to supplier (direct to supplier, agents, distributors etc.)
- Explanation of import terminology; Terms of delivery (Incoterms 2010); Import documentation requirements – EU and non-EU
- Methods of Shipment and Insurance
- Methods of Payment; How to deal with currency invoicing; Money saving Customs procedures

### **Import Strategy**

- Readiness to import - questionnaire to determine how ready the organisation
- is to start importing (Each delegate to determine specific selection criteria they would need the import market to fulfil for their company).
- What information do we need before we decide to import?  
Pricing
- Import Research – what is involved
- Trade Exhibitions
- What skills & resources will be needed to import
- Import financing – ways of financing your imports

### **The Import Process**

- Solicited or unsolicited enquiries
- Logistics (plus role of the freight forwarder); Customs Regimes; Terms of delivery; Documentation.
- How internal paperwork simplifies the importing process (quotation, order acknowledgement, works order, picking & packing list, commercial/import invoice Departmental roles in the import process (planning, shop floor, inspection, warehouse [types of packaging according to air or sea, durability etc. compatibility of goods, security, loading – photographing], shipping, credit control
- Proactive research
- The Import Purchase orders

### **Import Licences**

- What are Import Controls?

	<ul style="list-style-type: none"> <li>▪ The UK National Import Prohibition legislation; Military &amp; Dual Use explained;</li> <li>▪ ITAR (International Traffic In Arms Regulations)</li> <li>▪ End Use Controls</li> <li>▪ Getting a rating for your product</li> <li>▪ Types of Import Licence</li> <li>▪ Applying for a licence</li> <li>▪ Record keeping</li> </ul> <p><b>Preferential Duty</b></p> <ul style="list-style-type: none"> <li>▪ What is preferential trade?</li> <li>▪ Countries with which the EU have preferential trading agreements</li> <li>▪ Originating rules; Supplier’s declarations; Origin certification</li> </ul>								
<p><b>Course delivery method</b></p>	<p><b>Employer premises</b></p> <p>The training will be delivered on the business premises. The support will, where required be specifically tailored to the business but also, by virtue of individual participant assessment to the individuals within the group and will also contain elements of one to one support to respond to individual’s skills gaps. The support will thus be delivered both in small group format but will be augmented by one to one sessions tailored to cover specific individual needs and potential individual competency gaps</p> <p>The training content will be bespoke and specific to this organisation’s requirements. An integral part of the training and skills development will be one of ‘experiential learning’ by virtue of real, in the business project based activity.</p>								
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	<p>regulatory issues will be demystified- so helping them to become 'import ready.</p> <p>In addition to the overall business benefits this support will be the increased knowledge, skills, and capability of individuals in relation to the core capabilities that their respective roles require to help drive growth and change in the business.</p> <p>All will benefit from the training by the broadening of their competencies with skills which are transferrable and additional to their existing competency set.</p> <p>Another benefit to the individuals will be an increased level of confidence in fulfilling their working roles, hence increased job satisfaction.</p>
<p><b>Target group of participants/Who should attend</b></p>	<p>The target group of participants are individuals in the organisation who are involved either directly or indirectly in import decision making or implementation</p>
<p><b>Is there opportunity for delivery to be flexible dependent upon the needs of individual learner/employer</b></p>	<p>Further content will also be included and delivered progressively using feedback from the learners, and their developing understanding. This will include specific assignments drawn from, and adding benefit to their organisation and further one- to -one learning content informed by any knowledge gaps or weaknesses in knowledge of any individuals in the cohort.</p>

<p><b>Title of Proposed Programme</b></p>	<p><b>Lean Tools and Techniques</b></p>
<p><b>Programme Content</b></p>	<p>This is a bespoke training support course with content informed by discussion and competency analysis of business and participants.</p> <p>The content will introduce learners what to what lean/agile really means, tools and techniques together with how to get the best competitive advantage from implementing it in their operations.</p> <p>Content will include:</p> <ul style="list-style-type: none"> <li>• Understanding Waste in all its forms and how to identify it <ul style="list-style-type: none"> <li>○ DOWNTIME Acronym</li> <li>○ Red/Green Analysis (Non Value Adding/ Value Adding)</li> <li>○ WIP/Lead Time relationship</li> <li>○ Lean/Agility</li> </ul> </li> <li>• Gaining Market intelligence and understanding customer needs</li> <li>• Process mapping</li> <li>• 5S system of Workplace Organisation</li> <li>• Pull/Kanbans</li> <li>• Standard Operations</li> <li>• SMED/Quick Changeovers</li> <li>• Statistical techniques/6 sigma</li> <li>• Implementation PDCA</li> </ul>
<p><b>Course delivery method</b></p>	<p><b>Employer premises</b></p> <p>The training will be delivered on the business premises. The support will, where required be specifically tailored to the business but also, by virtue of individual participant assessment to the individuals within the group and will also contain elements of one to one support to respond to individual's skills gaps.</p> <p>The support will thus be delivered both in small group format but will be augmented by one to one sessions tailored to cover specific individual needs and potential individual competency gaps.</p> <p>The training content will be bespoke and specific to this organisation's requirements.</p> <p>An integral part of the training and skills development will be one of 'experiential learning' by virtue of real, in the business project based activity.</p>
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<p><b>What are the perceived business benefits of the proposed training and what are the outcomes for the business</b></p>	<p>Lean principles are used in many organisations in a piecemeal way, rather than being part of the fabric of the operation to delight their customers and gain competitive advantage in the marketplace.</p> <p>Management of the more successful companies are the ones who recognise that by; organising the workplace and having a framework for Continuous Improvement, then mapping and improving their processes, whilst linking improvement activities to strategy in order to get everyone pulling in the same direction.</p> <p>This training will help participants to not only understand Lean techniques but will help the business to take a cohesive approach to lean and process improvements whereby they will relate directly to implementing business growth strategy hence giving improved competitiveness, effectiveness and profitability.</p> <p>In addition to the overall business benefits this support will be increased knowledge, skills, and capability of individuals in relation to the core capabilities that their respective roles require to help drive growth and change in the business.</p> <p>All will benefit from the training by the broadening of their competencies with skills which are transferrable and additional to their existing competency set.</p> <p>Another benefit to the individuals will be an increased level of confidence in fulfilling their working roles, hence increased job satisfaction.</p>
<p><b>Target group of participants/Who should attend</b></p>	<p>The target group of participants are individuals in the organisation who are involved either directly or indirectly in driving forward organisational performance by an innovative and continuous improvement approach</p>
<p><b>Is there opportunity for delivery to be flexible dependent upon the needs of individual learner/employer</b></p>	<p>Further content will also be included and delivered progressively using feedback from the learners, and their developing understanding. This will include specific assignments drawn from and adding benefit to their organisation and further one to one learning content, informed by any knowledge gaps or weaknesses in knowledge of any individuals in the cohort.</p>



<p><b>Title of Proposed Programme</b></p>	<p><b>Understanding Financial Management Tools and Techniques</b></p>
<p><b>Programme Content</b></p>	<p>Whilst several components in this training course are standard, others, including business related assignments will be a bespoke with content informed by discussion and competency analysis of the participant group within the business. Content is aimed at achieving business benefit and impact by addressing several key components in effectively understanding accountancy and management account principles including:</p> <p><b>Accounts - developing a basic understanding.</b></p> <ul style="list-style-type: none"> <li>• Explanation of the balance sheet and profit and loss and the difference between the two.</li> <li>• Profit and Loss account</li> <li>• A full breakdown of the structure and meaning of a P&amp;L account and how to control, use, read and understand one to make sense of the business and make financial decisions about the business based on it.</li> </ul> <p><b>Structuring the accounts to achieve meaningful business analysis</b></p> <ul style="list-style-type: none"> <li>• To assist with the understanding of how to set up a nominal structure which helps the analysis of the business</li> <li>• Understanding of the importance of nominal account structures.</li> </ul> <p><b>Sage or Accounts Package Specific</b></p> <ul style="list-style-type: none"> <li>• Correct set up - review of the current set up of the accounts package being used and recommendations for new structure</li> <li>• Corrective activity - work with the client to correct any issues identified which restrict the ability to produce meaningful numbers for the business.</li> </ul> <p><b>General training - how to use the accounts package to its greatest effect.</b></p> <ul style="list-style-type: none"> <li>• Month and year end procedures - generally these are not undertaken, and it is necessary for meaningful numbers. To allow a business to understand the importance of this and train them in the process will greatly assist them.</li> </ul> <p><b>Client specific training, by agreement, which for example may include:</b></p> <ul style="list-style-type: none"> <li>• Stock control and corrections</li> </ul>

	<ul style="list-style-type: none"> <li>• Management reporting to support business decisions</li> <li>• Financial information for funders</li> </ul>								
<b>Course delivery method</b>	<p><b>Employer premises</b></p> <p>The training will be delivered on the business premises.</p> <p>The support will, where required be specifically tailored to the business but also, by virtue of individual participant assessment to the individuals within the group and will also contain elements of one to one support to respond to individual's skills gaps.</p> <p>The support will thus be delivered both in small group format but will be augmented by one to one session's tailored to cover specific individual needs and potential individual competency gaps.</p> <p>The training content will be bespoke and specific to this organisation's requirements.</p> <p>An integral part of the training and skills development will be one of 'experiential learning' by virtue of real, in the business project-based activity.</p>								
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<b>What are the perceived business benefits of the proposed training and what are the outcomes for the business</b>	<p>In addition to the overall business benefits this support will be the increased knowledge, skills, and capability of individuals in relation to the core capabilities that their respective roles require to help drive growth and change in the business.</p> <p>All will benefit from the training by the broadening of their competencies with skills which are transferrable and additional to their existing competency set.</p> <p>Another benefit to the individuals will be an increased level of confidence in fulfilling their working roles, hence increased job satisfaction</p>								
<b>Target group of participants/Who should attend</b>	<p>The target group of participants are individuals in the organisation who are involved either directly or indirectly in driving forward organisational performance by an innovative and continuous improvement approach and those who are involved in financial elements of business performance and development.</p>								

**Is there opportunity for delivery to be flexible dependent upon the needs of individual learner/employer**

Further content will also be included and delivered progressively using feedback from the learners, and their developing understanding. This will include specific assignments drawn from and adding benefit to their organisation and further one- to -one learning content informed by any knowledge gaps or weaknesses in knowledge of any individuals in the cohort.