

Engaging Small Business in Training- developing appropriate levels of knowledge, skills and attitudes.

There is no magic, one -size fits all, silver bullet solution to this challenge - however, where support and training does make a discernible difference, it is valued and further support and training is sought.

NEEDS MATRIX

Before any training or support will work, it must be preceded by a training needs analysis; a sample matrix, for undertaking this is set out below:-

State of Development of business	Industry Sector(s) work in	Size and complexity of business
BUTTERFLY	PRIMARY	SMALL, SIMPLE
EMERGING	SECONDARY	SMALL, ADVANCED
DEVELOPED	TERTIARY	SMALL, MULTIPLE DISCIPLINES
FOR SALE	SPECIALIST	SMALL, VARIETY OF STRATEGIC ALLIANCES.

STRATEGIES OFFERED

(1) FUND A PROFESSIONAL BODY OF FACILITATORS AND TRAINERS

The Australian Institute of Enterprise Facilitators, of which I am a member, was set up as one of the recommendations of the Karpin Report, but has not gone anywhere due to a lack of funding.

The rationale for funding such a body is that more people will come forward to offer their services, as there are very few people working in this area, due to lack of professional status and recognition.

(2) SET UP “ Knowledge Communities” in specific areas.

Examples of the subject matter that could be a focus are :-

- ❖ Compliance
- ❖ Economics
- ❖ Marketing
- ❖ Intellectual property
- ❖ Exporting
- ❖ Business Development
- ❖ Financial Management

There would need to be a model developed, but current providers could identify with one or more such communities and support them in a mutually rewarding way.

(3) ENCOURAGE INTRAPRENEURING

Instead of throwing people over the age of 35 on the scrap heap, companies could be encouraged to foster intrapreneuring , to allow the previous employees to turn a now unwanted division into a business that they have a financial interest in .