

Financial training For non financial staff



The financial training specialists

What's your bag? (Profit)

I always enjoy reading Jo Owen's column in *Economia* magazine.

This month he was talking about a manager whom he described as "idle", but then qualified that as:

- 1 clear vision and relentless focus
- 2 building a strong team and delegating
- 3 being very clear about where he added value

It was a thought provoking article, especially the third point. Many of us are strong on the first two, but where do we add value? What makes us different? Why do our customers come to us and not the competition? What stops our business outsourcing the service we provide?

I specialise in financial training, but there are lots of training businesses out there. How do I add value in a way that makes me stand out?

Everything I do is tailored to my clients' specific needs, but most training businesses say that! I'm focussing more on helping my participants implement their training longer term, rather than just running a training course. And I'm trying to help clients assess the impact of the training.

But if you manage an internal team in a larger organisation, how does this work for you?

Your directors may discuss outsourcing your team to save money. So what do you need to do (beyond providing the basic service that could be outsourced) that really adds value to the business? What are the unique things your business does (or could do) that add real value, and would be sorely missed if the team was outsourced?