

City College Norwich

LSIS Improving Provider Commercial Training & Related
Business Services for Employers

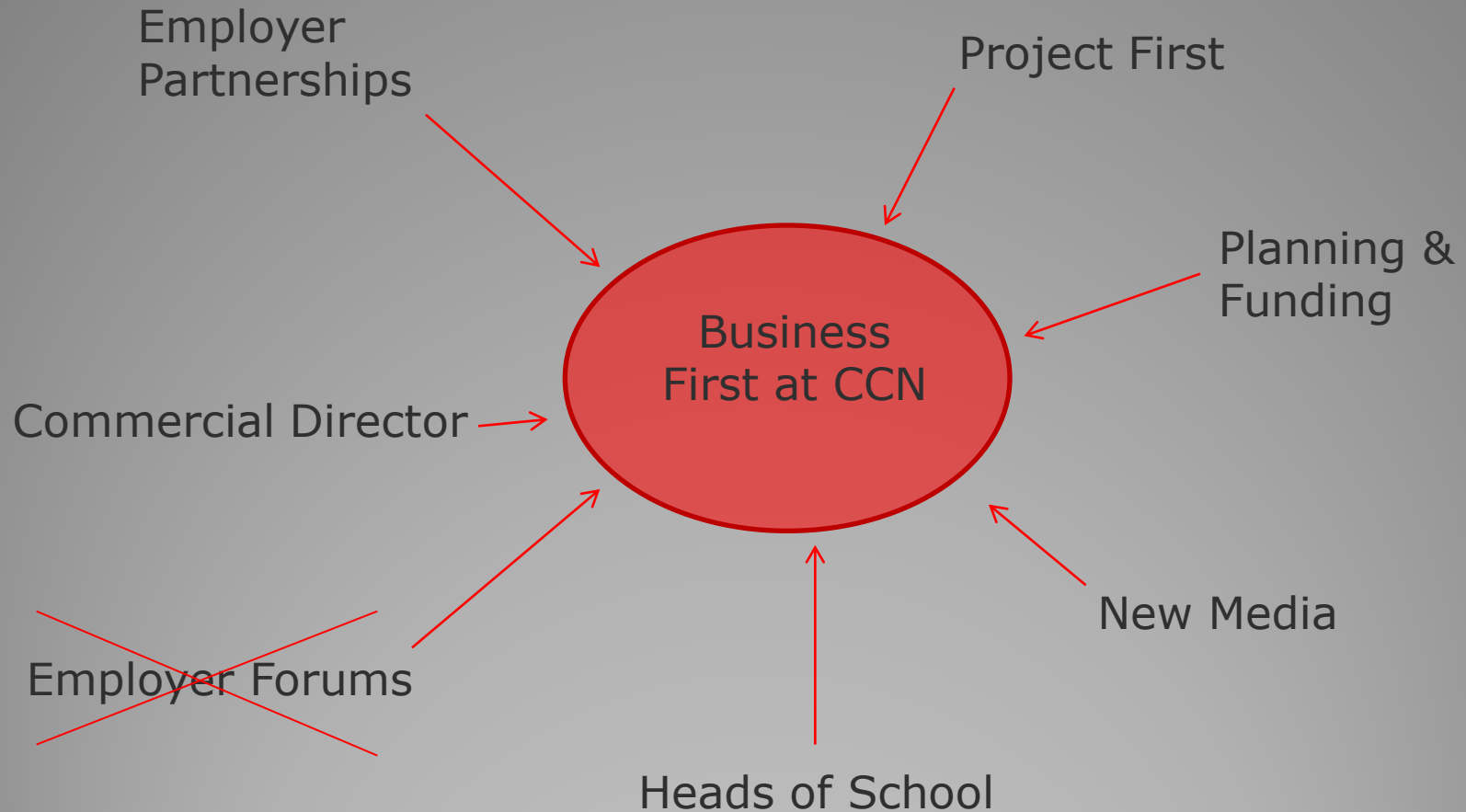
Kirsty Barlow



CHALLENGING MINDS. INSPIRING SUCCESS.

- Improve commercial offering to businesses.
- Create a simple and effective website to compete with the market.
- Increase sales of commercial courses!

Project Aim



Who was involved...

The Training Hub

- Great idea!.. in theory.
- Too wordy.
- Too complex.
- Ineffective product.

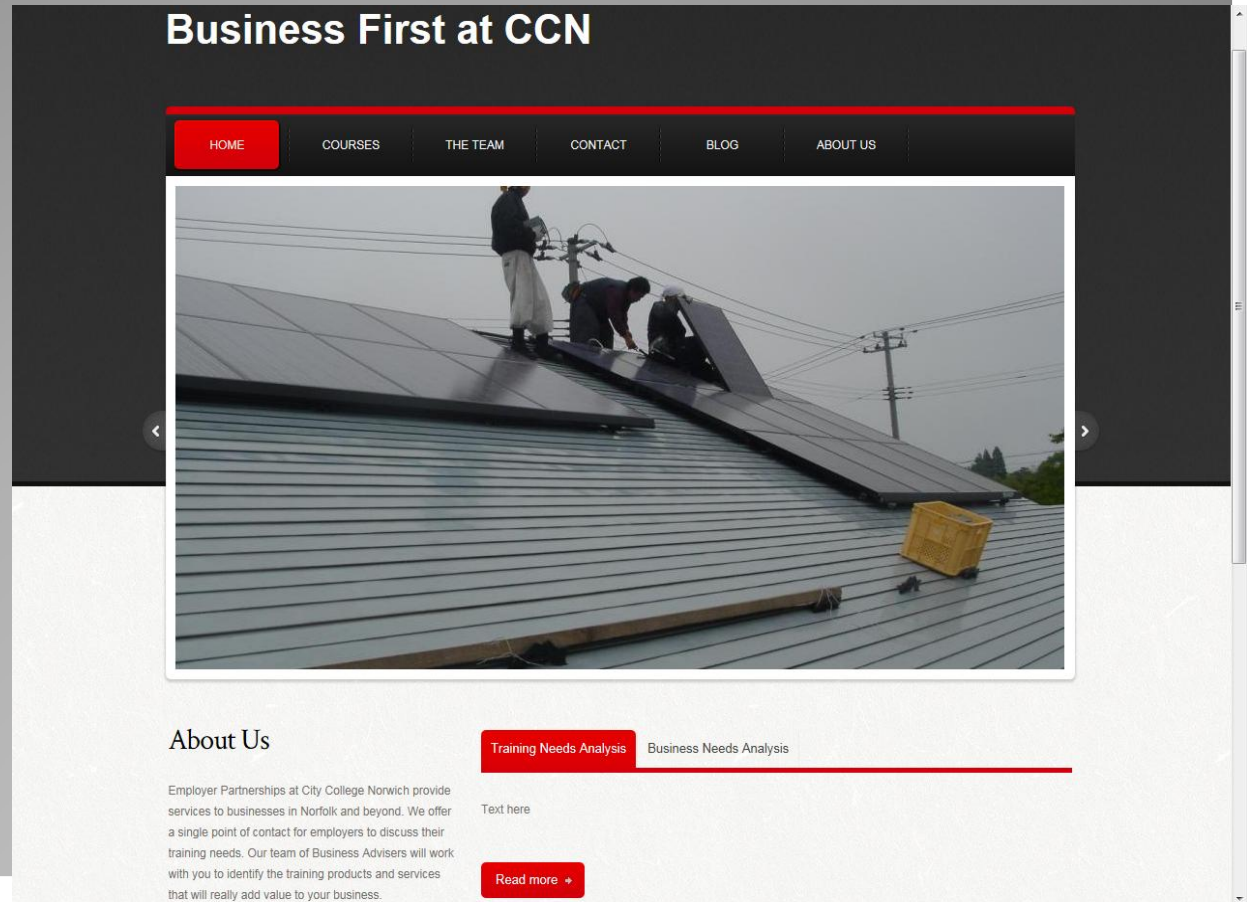


Where we were...

- Enter... the danger zone...



- Re-focused on what we want the site to do.
- Clarifying our commercial offering.
- Starting small.



Where we are...

Keep our service personal

Business First at CCN

[HOME](#)[COURSES](#)[THE TEAM](#)[CONTACT](#)[BLOG](#)[ABOUT US](#)

Meet the team

Laura Hawkins

Business Adviser for Business and Retail

Phone: 01603 773419

E-mail: Laura.Hawkins@ccn.ac.uk

[Read more +](#)

Daniel Baron

Business Adviser for Business and Financial Services

Phone: 01603 773365

E-mail: Dan.Baron@ccn.ac.uk

[Read more +](#)

Daniel Kunka

Business Adviser for Technology and Creative Industries

Phone: 01603 773498

E-mail: Daniel.Kunka@ccn.ac.uk

[Read more +](#)

Stacey Palmer

Business Adviser for Health, Community and Public Services

Phone: 01603 773341

E-mail: Stacey.Palmer@ccn.ac.uk

[Read more +](#)

User Login

Username *

Password *

[Create new account](#)

[Request new password](#)

[LOG IN](#)

- Progress slowly... but surely...
- Employer focus groups and feedback.
- Continuously monitor – is what we're doing effective?

Going forward...

- Make it business relevant – separate from focusing on students.
- Don't lose track of what you're trying to achieve.
- Ensure all stakeholders are on board.
- Really think about 'what is commercial.'
- Look at what you have already – could it be adapted?

Lessons learned...

Thanks for Listening!



CHALLENGING MINDS. INSPIRING SUCCESS.

CITY COLLEGE
NORWICH