

WHAT MAKES AN EFFECTIVE BUSINESS ADVISER?

RECOGNISING
EXCELLENCE

Raising Performance

How can you ensure that business advisers?

- Provide good quality information, advice and support to clients.
- Have considerable business knowledge
- Keep abreast of market trends
- Provide value for money products and services.
- Have good interpersonal skills.
- Have relevant qualifications or are certified by an appropriate body.
- Are quality assured



Answer:

Make sure they have been accredited by **SFEDI**, the UK's National Occupational Standards setting and endorsement body.



What is SFEDI?

- SFEDI was established in 1995 to raise the standard of learning, training, coaching and business support available to businesses.
- The SFEDI Core Standards are generic and describe what individuals should know, practice and be judged against. The Standards were written by SFEDI with full government backing.
- The assessment measures individuals against the Standards, and also provides a value-added approach that will give pointers to transcribe on to their ongoing personal development plan (PDP).
- The accreditation is renewable every two years and continuous professional Development (CPD) is integral to the total process.
- There is full external verification by the Awarding Bodies and the accreditation is endorsed by both SFEDI and the Institute of Leadership and Management (ILM) with their logos displayed on the certificate the successful individual receives.

To find out more about SFEDI accreditation, contact: Marian Moir or John Edwards

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**Recognising Excellence is the
SFEDI Centre of Excellence covering the South West of England**