

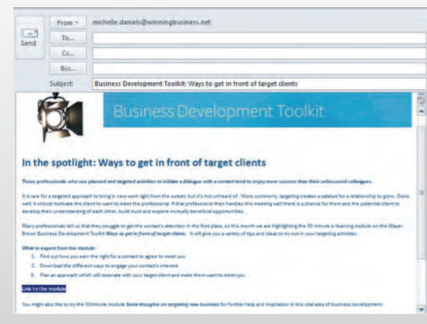
**60+**

**E-learning modules** grouped within 4 key areas of business development – Networking, Developing Profitable Relationships, Pitching For Work and Winning Business



**25+**

**BD Campaigns** – regular campaigns to keep client development at the front of senior fee earners' minds



**40+**

**Videos** – 2 minute tips on how to tackle common BD issues



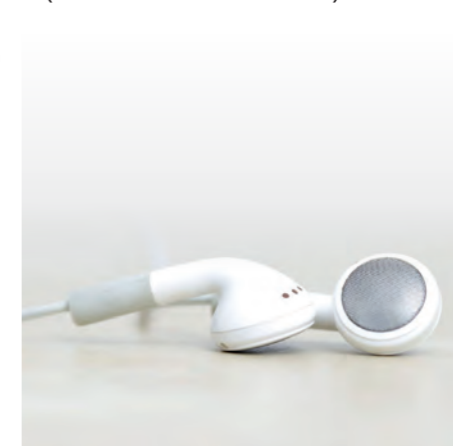
**120+**

**BD Tools**, worksheets, checklists and toolkits



**30+**

**Podcasts** and BD scenarios (and how to solve them)



**20+**

**Winning Business Digests** – Best practice tips to tackle common situations



**Business Development Academy**



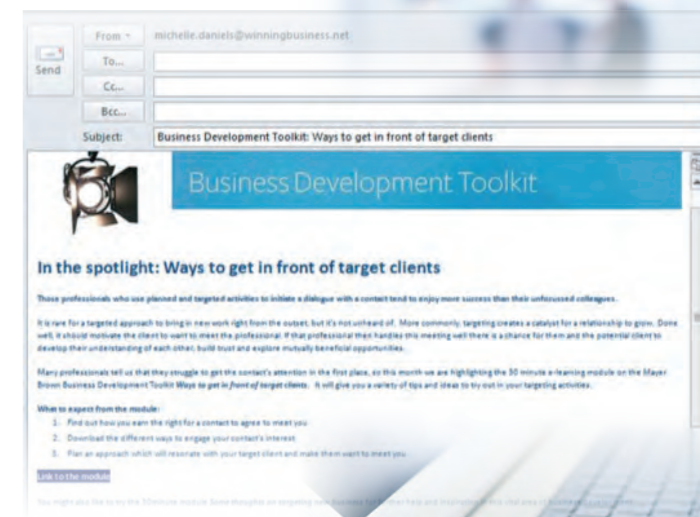
- ONLINE MODULES**  
Understand a range of real life BD exercises
- RESOURCES**  
Download best practice BD tools, fact sheets and worksheets
- BUSINESS SCENARIOS**  
Frequent business scenarios and how to deal with them
- PODCASTS / VIDEO**  
Listen / watch our great podcasts and BD tips
- SUPPORT**  
Support and Feedback

**Welcome to the Business Development Academy**

Hello

This website will enable you to undertake real life and useful learning and development exercises – helping to sharpen up your skills on a number of areas of business development.

You can also read typical business scenarios, our recommendations of how you could deal with them and listen to our ten minute podcasts. These get straight to the point on a number of BD issues, as well as providing top tips and advice from leading business professionals.





**A valuable learning tool that actively supports a professional's BD objectives**

Used by a number of international professional services firms to help Partners and other professionals with 'just in time' advice as well as CPD supporting e-learning exercises.



**The Academy can sit on our server or the materials can be drawn into a client's LMS. All of our materials are SCORM compliant**

We can also offer course sign up, pre-and post-work monitoring, CPD analysis etc. This is accessible on iPhone, iPad and android mobile devices.

## 8 key benefits of The Online Business Development Academy

1. Tried and tested practical advice from recognised specialists
2. Use as 'just in time' support or as a more formal learning resource. Professionals can complete the modules in their own time
3. Can be tied into an individual's Development Review or appraisal process
4. You can add your own tools and resources to the Academy
5. Ability to download tools that will speed up the thinking process and ensure current 'best practice' actions
6. A professional's appraiser can prioritise the modules and resources that are most relevant to the fee earner
7. Professionals can download podcasts to listen to at a convenient time eg when travelling
8. Activity can be monitored and reports produced at the touch of a button

