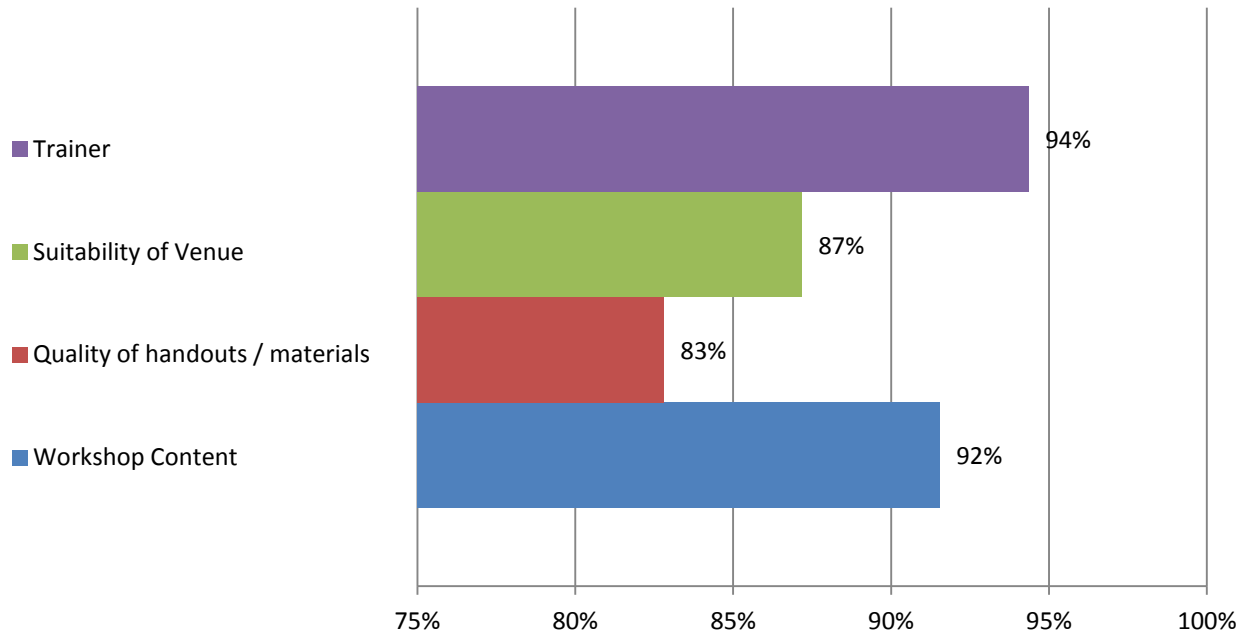


Findings & Analysis

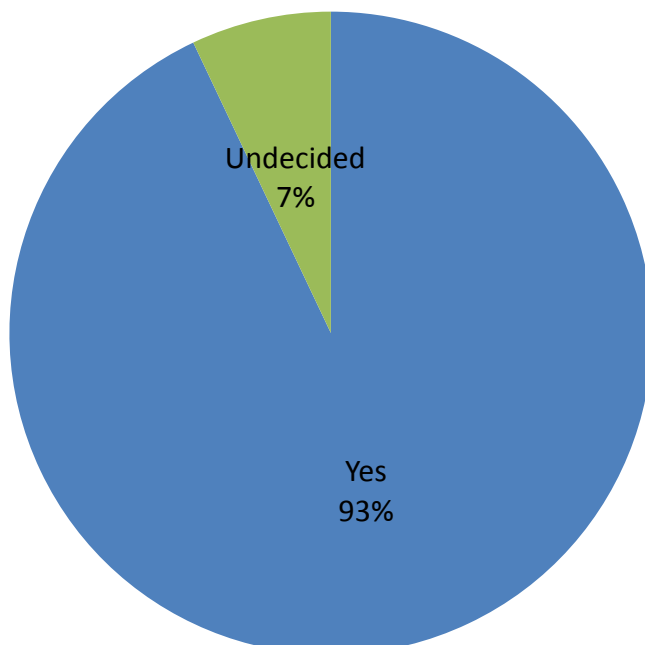
Tutors: Thomas Cullen, Sandra Hennessy, Andrew Bradley

Participants: 16

Q1 Rate - How would you rate the following on a scale of 1-10 (10 being highest)



Q2 Would you recommend the training to a friend



Comments from clients about recommending the SYOB course to friends:

'Already have'

'Yes, Very Good'

'It provides a great overview of starting up a business'

'Yes, absolutely'

'Yes, definitely, very thorough approach, good trainers'

'Very well informed'

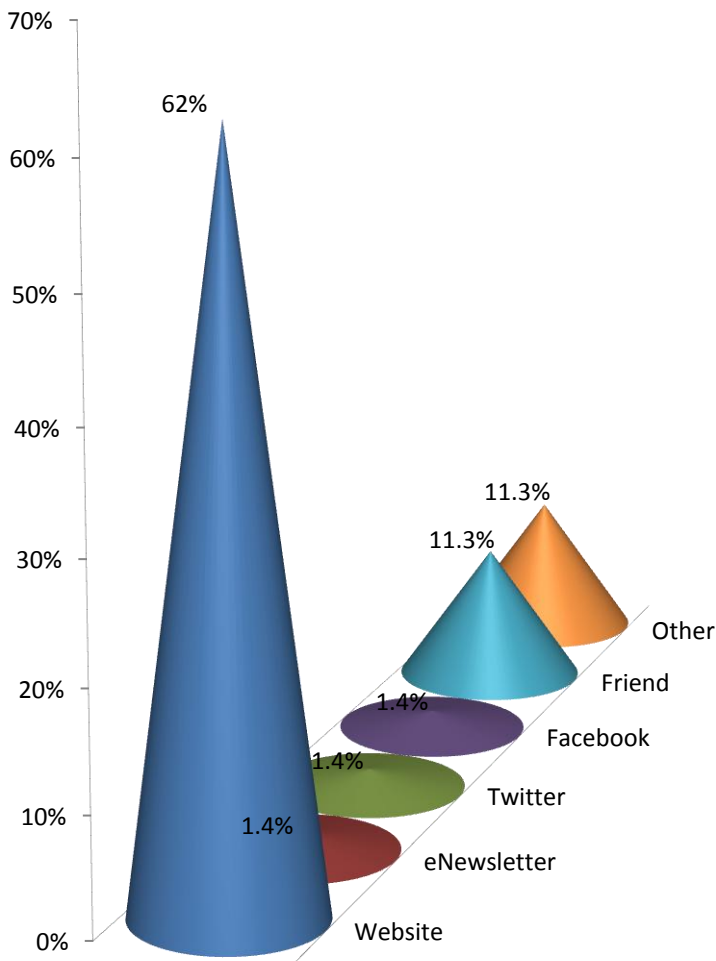
'Without reservation'

'Definitely - excellent forms & explanation on key financial principles'

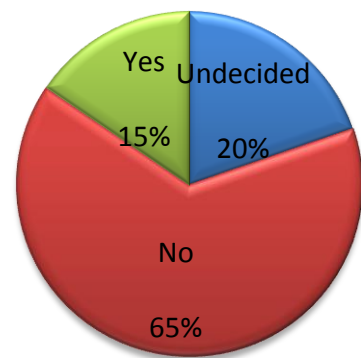
Q3 What other training topics would be of interest to you?



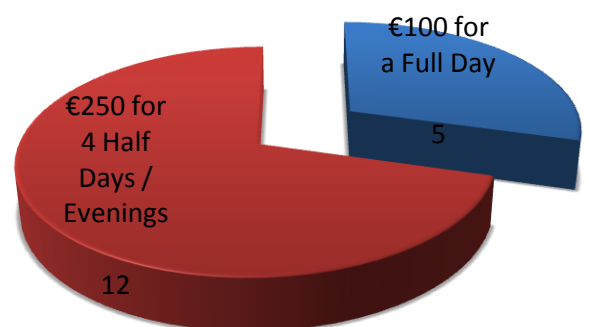
Q4 How did you hear about the workshop?



Q5 Would you prefer a longer training session



Q5.1 If Yes, €100 for a Full Day or €250 for 4 Half Days / Evenings



Q6 What improvements would you suggest?

'More time on each topic to better help take in information' 'All good thank you'
'More time' 'More time between classes - to allow work to be done' 'Information being covered sent in advance. Hotel Meeting Room is very small' 'More in-depth focus on branding' 'More time addressing topics as there is so much information to take in' 'Quality of the handouts, some pages are not clear' 'Some of the titles on the handouts are blacked out by photocopying' 'One to one meeting' 'Finance session is very useful but very long' 'Quality of printed material' 'There is an awful lot in this [Finance] and plenty of jargon so perhaps this section needs more time'

Analysis

- Overall client satisfaction is high. Trainers received the highest rating from clients and were rated at 94%. Workshop content was rated at 92% followed by Suitability of Venue at 87%. Quality of handouts / materials received the lowest rating with 83%. This was further emphasised in regard to suggesting improvements to the course. A number of respondents indicated materials and handouts as an area in need of improvement.
- 93% of respondents indicated that they would recommend the course. 7% did not answer. Most also provided positive feedback highlighting the tutors and course content.
- Regarding other topics that respondents would be interested in - Digital Marketing was cited most. Respondents highlighted this topic before they began the digital marketing training as part of the course. Other notable topics were: finance, sales and market research. This finding highlights the current importance of digital marketing skills.
- The vast majority 62% found out about the course from the website, followed by 11.3% who found out from a friend and 11.3% who indicated other. 'Other' included google searches and through having completed similar courses.
- The majority of respondents were content with the length of the training sessions as 65% would not prefer longer. 20% were undecided and 15% said Yes to longer. Of those who said yes or were undecided the majority (12 respondents) said they would prefer 4 Half Days / Evenings at €250 while the minority (5) said they would prefer a full day at €100.
- Common suggestions for improvements were: improve handout quality; and more time.

Recommendations

- Printed materials – Options:
 - Consult with trainers and highlight that materials must be printed clearly;
 - Print material in the LEO or through IBS to ensure consistent quality and LEO branding.
- Materials in advance – Send specific topic materials 2 or 3 days before the class **Or** send entire SYOB course content in advance. This may help participants to be better prepared, to better understand topics, come to class with more relevant examples and reduce the likelihood of them needing more time.
- Course overview – Provide an initial course overview detailing the exact course topics. As respondents would know what topics are covered in the course, they would no longer list these topics as ones they would be interested in. This may then lead to further insights.
- More Time – Although the majority 65% were content with the course length a number of respondents indicated they needed more time. Trainers could offer an optional extra 15 minutes at the end of class where further assistance and clarification could be given.