

CASE STUDY: Developing Your Enterprise

George Lockwood, Essex

BACKGROUND

I spent over 20 years as a banker in the city and abroad, but there came a point when I got fed up of that world and decided to leave. Although I'd been successful, there wasn't much call for my skills in other industries so I retrained as a tutor. Since then, I've worked for lots of different companies teaching skills like English and maths.

However, the recession has had a big impact on these companies. I had several short-term contracts that were supposed to become permanent, but funding issues meant they didn't come to fruition, and unfortunately I was made redundant from my last post.

Like everyone else, I signed on the dole after I was made redundant and submitted around 40 applications to various jobs. After three months of getting nowhere, I decided to set up my own business. I was referred by my Jobcentre to Ixion's Developing Your Enterprise course at Anglia Ruskin University in Chelmsford. I'd run a recruitment business many years ago so I already had a good understanding of what was involved, but I needed to bring my knowledge into the 21st century.

Developing Your Enterprise is a four-day course which is concise, precise and no nonsense which really appealed to me. It gave me exactly what I needed, especially in terms of marketing. I needed to know more about the new ways to communicate like social media – I'm in my 60s and people of my generation are very suspicious about things like this! But I'm now on LinkedIn and will be interested to see how it will help me. I would certainly recommend the course to other people.

“Developing your enterprise is...concise, precise and no-nonsense.”

A DAY IN THE LIFE OF...

I'm now running my own business. Through taking the DYE course, Ixion became one of my clients and I deliver courses as requested by them and other companies. This is mainly work-based learning for apprenticeships so I go to their places of work and tutor them there.

The learners could be any age from 18 to 65 years old. I usually have six or seven learners in my sessions but it could be as many as 14, and I might be working for two hours or a full day. Different clients require different things and you have to adapt to each scenario. I like not having a set routine – I am my own master and manager.

“Different clients require different things and you have to adapt to each scenario .”

WHAT THE FUTURE HOLDS

While my business has been successful so far, things are still difficult due to the economic climate. Lots of training providers are losing their funding which means they aren't able to outsource to tutors like me. So it is hard, and I may need to go back into employment – we'll see what happens.