



From Little Acorns, Mighty Oaks Grow: How Me Learning Added Value for Young Enterprise



Client: Young Enterprise
Activities: Financial and Enterprise Education Charity
Location: United Kingdom
Courses: Safeguarding, Managing Teams Risk Assessment

About Young Enterprise

Young Enterprise is a charity that provides career-enhancing courses that seek to bridge the gap between educational attainment and the employment skills that businesses actually need. It's part of the 'JA Network' – Junior Achievement – a global network that is active in 140 countries and seeks to give young students the skillsets that employers are actively seeking over and above (or in place of) any formal qualifications.

An introduction via GDPR compliance

Young Enterprise deputy chief executive Sharon Davies explains. "We run a number of programmes and courses, working together with our local volunteer boards. We have about 90 boards across England and Wales and they work closely with our local staff to set up trade fairs and training workshops on finance, marketing and operations for young people participating in the Young Enterprise Company Programme."

As well as this large group of important stakeholders, YE has a staff cohort of 127 FTE. Says Sharon: "Some 60 per cent work from home, so we want to ensure that our remote workers have the same access to resources as those in the office."

Like many businesses, a typical problem was ensuring GDPR-compliance. Sharon turned to charity e-learning specialist and Me Learning consultant, Kevin Patrick. "Kevin is a Young Enterprise alumnus," explains Sharon, "so we were delighted to connect with him again. And when we realised we would need online training for volunteers and staff to ensure GDPR compliance ahead of the deadline of May 25 2018, we had no hesitation in turning to Kevin for his expert knowledge."

The bigger picture

Me Learning delivered 250 GDPR licences to Young Enterprise, fulfilling the charity's immediate need, including online learning for remote staff and volunteers. But in the process of doing so, it became clear that Young Enterprise had further training needs.

For reasons of legacy, Young Enterprise had a number of different arrangements with training providers, including supplying online training in the field of safeguarding – a non-negotiable, mandatory requirement when working with young people.

These training courses for different types of stakeholder were incompatible; it was, Sharon says, “clunky”, constantly creating more manual work. Me Learning's solution was to bringing all stakeholders into one centralised database; a Young Enterprise portal with all training content – safeguarding and GDPR – located in one easily accessible space.

“Me Learning offered us a very good deal that allowed our stakeholders to log in, complete courses and also to receive certification, all within our own branded environment”

Creating a bespoke feel

But Sharon's points about workers and other stakeholders running the risk of feeling isolated had resonated with Kevin Patrick. By badging the platform with the Young Enterprise identity and look-and-feel, along with the communication functionality in the portal, training could also support a commitment to provide quality training to the charity's remote workers and volunteers. .

Kevin explains: “We identified the practical and applicable training requirement and were able to match existing Me Learning online courses to fill that need. But by creating a bespoke Young Enterprise environment for the platform, we were able to deliver a solution to Sharon's secondary objective of inclusiveness for remote workers and volunteers. It's done in a seamless a manner, which means to all intents and purposes, people are not accessing the Me Learning platform – they view it as belonging to a bespoke Young Enterprise portal.”

Exceptional value

Me Learning agreed to customise the platform at no extra cost – something that makes an enormous difference to a resource-conscious charity such as Young Enterprise. She explains: “Kevin gave us a valuable solution that allowed our stakeholders to log in, complete courses and receive certification, and all within a YE-branded environment, something that was very attractive to us.”

Me Learning offers practically unlimited access to all of its courses for up to 2,000 people, which comfortably covers Young Enterprise's training needs, from planned courses in GDPR to additional knowhow like Health and Safety which would not be covered by individually purchased licenses – a real bonus.

Sharon sums up: “from an initial fairly limited one-off GDPR project, we have ended up partnering exclusively with Me Learning for all our platform-based courses, and we couldn't be happier with the range of courses offered.

“Me Learning have worked within our budget and are incredibly attentive, listening really well to our needs. And being able to brand the platform as Young Enterprise at no extra cost was something that really tied the whole package up for us.”

Why Me Learning?

For Young Enterprise, Me Learning was the right choice for:

- Bespoke branding
- One-stop shop
- Value for money

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To see how we can help upskill your team, contribute to your business and ensure that your training investment yields real value to your bottom line, call **01273 499 100** or email **enquiries@melearning.co.uk**.

For over 10 years, Me Learning has provided engaging learning experiences for complex and challenging professional environments. Our first class approach has seen us awarded ISO9001 status for quality management, and our commitment to customer service is second-to-none. We were recognised in 2015-16 and 2016-17 as top performers in the Deloitte Technology Fast 500 EMEA, along with receiving many other awards.

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