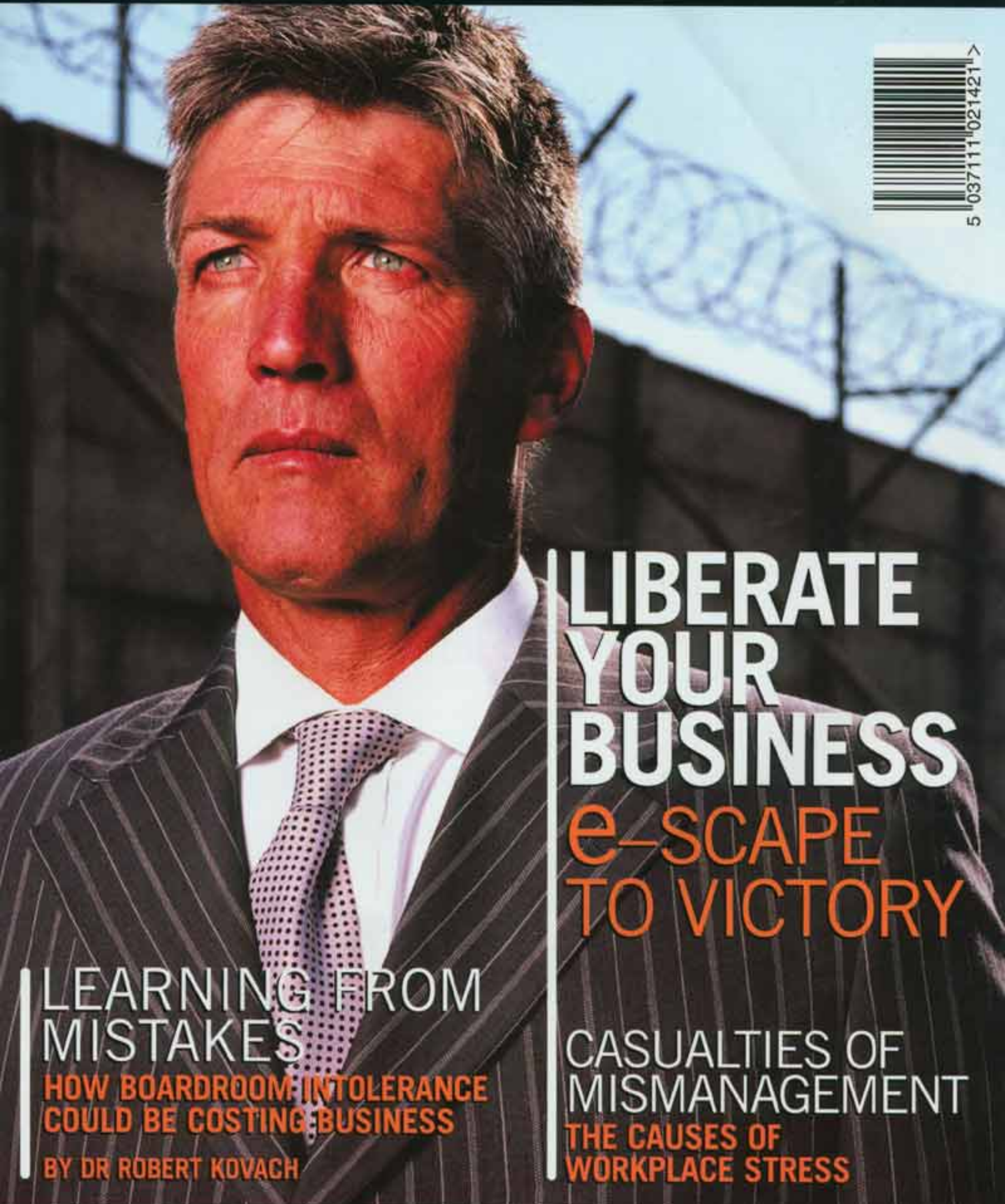


# TOTAL BUSINESS

MINDING YOUR BUSINESS

APRIL-MAY 2003 £3.45



## LIBERATE YOUR BUSINESS e-SCAPE TO VICTORY

### LEARNING FROM MISTAKES

HOW BOARDROOM INTOLERANCE  
COULD BE COSTING BUSINESS

BY DR ROBERT KOVACH

CASUALTIES OF  
MISMANAGEMENT  
THE CAUSES OF  
WORKPLACE STRESS

- Recruitment • MBA • E-Commerce • Franchising • Security
- Banking and Finance • Antigua Focus • Corporate Wellness

# Perhaps it's time... to expand your business into a new sector. Training should be a business and not just a job

Most management trainers are self-employed, independent contractors who do not have and are not building a secure, stable, saleable business. One company, BEI Group®, Business Education International, has recently entered the UK marketplace with a European-based training franchise that focuses totally on the issue of 'Business Building' for its franchise owners.

Chairman and founder of BEI, Mr Rodman Gil Ostrander, says that if your training business does not have a workable strategy for open-ended growth, a system that is transferable and profitable from the work of other people (employees), then it is not a business because it is not saleable.

Mr Ostrander came to Europe from Canada and the US in 1995 to build the European division of the world's leading Estate Agency (4,700 franchisees) RE/MAX® and to create a training organisation to support and service the new master franchisees, office and staff. With the creation of more than 1,000 offices for RE/MAX, Mr Ostrander shifted his attention to the creation of the BEI Franchise network to expand the company's 'people skills' training system to serve the broader market of sales and service organisations. The particular focus of BEI is on the SME client base either, individually, or through International franchise networks, National associations or European distributorship organisations.

BEI has created a 'High Touch' people skills training system that works through a network of locally owned training centres which eliminates the need for travel by both trainer and trainee and the hotel

expenses of residential programmes. This local delivery network system allows the BEI staff Marketer/Trainer to interact with the trainee, on the job, with follow-up, mentoring and coaching for both trainees and managers. The Regional Training Centre (RTC) owner is thus freed to concentrate on Strategic Business Building training and Advanced Management training for the owner and manager of the client SME.

Globalisation has entered the SME market through the growth of franchise networks and now it is time for the training industry to come under the same marketing influences. Ostrander says, "The days of the solo warrior are coming to an end, just as they have in every other service-based industry from hardware, to drugs, to real estate, to green grocers, to hotels. The advantages of branding, group advertising, standardisation, volume



Mr. Ostrander,  
chairman and  
founder of  
BEI.

buying, and international networking mean better service for the customer and more security for the local franchise owner."

'In business for yourself, not by yourself', the philosophy of franchising, is changing the world of 'people skills' training by allowing the trainer to become a business owner who will have the options of a management-operated business, succession to his or her children, or selling out for cash in the future. This can stop the nonsense of expanding by diluting their ownership with more partners."

#### CONTACT

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#### IMPORTANCE OF THE SME MARKET

- >> 70+ per cent of all employment growth in the EEC countries is happening in businesses of 1 to 20 employees.
- >> Most 'soft skills' trainers sell per day and therefore are forced to concentrate almost totally on large corporations and governmental agencies for their customers.
- >> The owner-operated enterprises need and want long term, individually focused, career development programmes to compete for the best employees.



**BEIGROUP**<sup>®</sup>  
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***"Tell me and I forget.  
Teach me and I remember.  
Involve me and I learn."***

*(Benjamin Franklin)*

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