

# Case study – Young Devon Training

## Background

Young Devon (YD) has been working with a huge array of young people across a wide range of programmes for the past 65 years. In April 2013, Young Devon started delivering one-day training to youth workers across the South West. Since then, Young Devon Training (TDT) has also delivered benefits to many youth workers, organisations and businesses. Their income is nearly £3 millions.

## Challenges

1. Needed to co-ordinate all the diverse training activities across the business to give Young Devon Training a corporate focus and Launchpad for growth.
2. Take a focused approach to generating significant training revenues through a structured Plan.
3. Develop an consistent approach to developing Training income across YD.

## Solutions

- Helped to identify all sources of training revenues across YD.
- Established training strengths (80:20), and use for business development priorities, eg. products, sectors, potential partners, geographies.
- Brainstormed ideas on addressing key target markets, taking a more customer-focused approach rather than only a product-push approach.
- Developed Sales Manual structure and provided guidance on the contents.

## Impacts

### Brief description of what difference we made...

1. Helped to raise the profile of training within Young Devon
2. Developed a tool to help prioritise target markets
3. Helped to devise bottom-up sales forecasts for YDT
4. Developed an integrated approach to Training which can be consistently applied by YD staff. Provided training and support to YD staff on this.



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## Duration

Start date: November 2015  
End date: January 2017

## Reference

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## Testimonial

*"We needed Deb's commercial expertise to help us develop a focused income generation approach to our diverse and disparate training activities. We realised we had done a lot, but the organisation didn't have visibility or pride in our training achievements. We now have a practical and consistent approach to generating sales income across all three sectors: public, private and charities."*

## Added Value

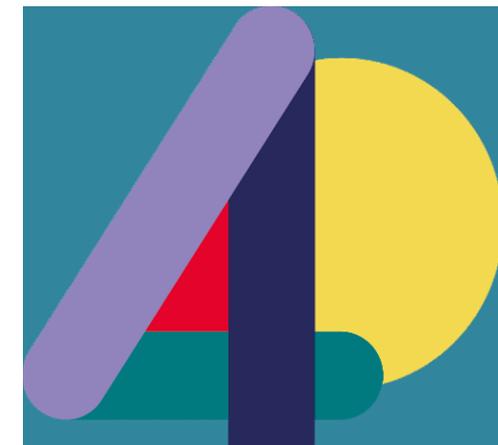
1. Prepared structures and tools to help create a focused strategy for YDT, and ensure that it is based on actual "evidence" (eg. customer feedback).
2. Helped with client interaction: from cold-calling scripts to face to face presentations, using methods (benefits) to "pull" them in to YDT.
3. Introduced Young Devon to potential partners in other parts of the country. Potential opportunities to cross-sell training products and services

## Contact Us

**To explore how we could make a difference to your organisation, contact us for a free assessment of potential opportunities.**

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