



CramdenTECH

**INNOVATORS IN COMPLIANCE SUPPORT,
TRAINING AND BUSINESS COACHING**

CRAMDENTECH EFFORTLESS LEARNING 24/7



Since commencing operations in 2013, the CramdenTECH team has supported thousands of business owners, directors and managers to grow their enterprises and non-profit organisations. Our innovative approach to addressing client business development and training needs, has enabled us to become a leading and trusted partner to support agencies and clients large and small throughout Ireland.

If you run your own business or manage a non-profit organisation, you have any number of demands on your time. As you are busy supporting the team of people around you, who supports you? That is where CramdenTECH comes in. We are here to provide fast, effective resources to keep you up-to-date with corporate governance, regulatory compliance and the latest business trends. But we are also here to support you as you manage and grow business results. From assistance with strategic and business planning through to business coaching, compliance support and targeted training, we provide you with access to experienced professionals who can confidently and confidentially discuss issues and challenges in your business or non-profit organisation. Think of CramdenTECH as a steadfast colleague who always has your back!



Our multi-disciplinary team works with clients in-person and online using the latest communications technologies. We also deliver training support through our online Learning Management System – [Buildfutureskills.com](https://www.buildfutureskills.com) and via our management and compliance platform – [Management365.ie](https://www.management365.ie). Thus, CramdenTECH can ensure its clients can learn effortlessly 24/7 year round.



CLIENT PROFILE

We work with leading support agencies to deliver their business, regulatory and compliance training and eLearning. We design bespoke business plans and business coaching supports for individual clients who wish to improve business performance and growth. Read testimonials and a list of some of our clients below.



We recently contracted CramdenTECH to develop two of our single module training courses as e-learning courses and we are delighted that everything has gone so well. We would be very happy to work with CramdenTECH again on a similar project.

eLearning Client, Dublin



In today's charity regulated environment, CramdenTECH supports community groups, voluntary organisations, social enterprises and non-profits with managing governance administration, tracking compliance and improving board functionality.

Development Co-ordinator, Limerick



Writing a business plan – not an easy task as we learned. Working with our senior management team CramdenTECH's facilitator made it simple to follow, challenging, real, interesting, lively, stimulating and bang up to date. Highly recommended for any organisation.

CEO, Dublin



- Galway Rural Development • Pobal • West Limerick Resources
- Monaghan Integrated Development • South Tipperary Development CLG
- South West Mayo Development Company • Comhar na nOileán CTR
- Donegal Public Participation Network • Sligo LEADER Partnership • Carmichael Ireland
- Brothers of Charity Clare • Cork County Council • Fingal County Council • Monaghan County Council
- Louth PPN • Clare PPN • Wicklow PPN • Mayo PPN • Laois PPN
- Galway County Council • Ballyhoura Development • Avondhu Blackwater Partnership CLG
- Wexford Leader Partnership • SECAD • Southside Partnership • Bray Area Partnership
- South Dublin County Partnership • Roscommon LEADER Partnership • Meath Partnership

BUSINESS TRAINING

Our trainers and facilitators deliver a broad range of business courses of varying duration and content. Courses are designed to meet specific client learning outcomes. Examples of our business courses are provided below.



Business Planning

Designed for participants who require a comprehensive business plan for funding purposes.

Key topics: business models, SWOT Analysis, Environmental Analysis, business strategy, market analysis, operations and logistics, financial projections.



Strategic Planning

Designed for organisations who require a blueprint for future development and growth.

Key topics: Vision, mission and value statements, Sustainable Development Goals, strategic aims, outcomes and objectives, ESG impact, key performance indicators, priority actions.



Supervisory Management

Designed for leaders and managers of teams.

Key topics: Team development, communication, appraisal, feedback, managing upwards, managing time, motivating team members, standard operating procedures.



Managing Human Resources

Designed for departmental line managers and business owners.

Key topics: Complying with employment legislation, recruitment, managing the human resource function, succession planning, handling disciplinary and grievance issues.



Innovation and Digital Transformation

Designed for business owners and departmental line managers.

Key topics: Design thinking principles, lean, green and digital management, artificial intelligence, augmented and extended reality, smart buildings, circular economy.

MARKETING TRAINING

Our trainers and facilitators deliver a broad range of marketing courses of varying duration and content. Courses are designed to meet specific client learning outcomes. Examples of our marketing courses are provided below.



Developing Marketing Plans

Designed for participants in small and growing enterprises and voluntary organisations.

Key topics: Business objectives, marketing objectives, communications objectives, marketing campaigns, marketing strategy, promotional tactics, marketing budgets and resources.



Developing a Professional Website

Designed for participants in small and growing enterprises and voluntary organisations.

Key topics: Selecting a platform, WordPress, Wix, Weebly, wireframing, design principles, imagery and copywriting, plugins, SEO, SSL and site security.



Social Media Content Planning

Designed for participants in small and growing enterprises and voluntary organisations.

Key topics: Creating online communities, storylines and story 'arcs', content creation and scheduling, graphic design principles, Canva, social media analytics.

PROFESSIONAL WEBSITE SUPPORT

A website is your online shop window to the world. As "Research Online, Purchase Offline" has become a standard part of the search behaviour and shopping experience for many people, it is essential that websites look professional and are well-managed.

CramdenTECH's training philosophy is anchored in the belief that training people to build and maintain their own websites, is the most effective way to help organisations to keep their Web presence up-to-date.

As part of the training process, we create a bespoke training plan for each client. Ideally, several members of the client organisation participate in training to help share knowledge and build skill sets. The client is taken through all stages of the build step-by-step, from domain registration and purchasing hosting packages, through to wireframing, content development, branding and graphic design. At the end of the process, the client has a professional website and the skills necessary to maintain it in good order!

COMPLIANCE TRAINING

Our trainers and facilitators deliver a broad range of compliance related courses of varying duration and content. Courses are designed to meet specific client learning outcomes. Examples of our compliance related training is provided below.



Data Protection and GDPR: Level 1

Designed for staff and volunteers handling personal data in their work roles.

Key topics: Introduction to the GDPR, Key Data Protection Terminology, Strengthening the Rights of Individuals, The Principle of Accountability, Complying with the GDPR, Keeping Data Secure – Personal Top Tips.



Data Protection and GDPR: Level 2

Designed for supervisors, team leaders and departmental line managers.

Key topics: Introduction to the GDPR, Key Data Protection Terminology, Strengthening the Rights of Individuals, The Principle of Accountability, Complying with the GDPR, Keeping Data Secure – Personal Top Tips, Preparing a Compliance Strategy, The Data Journey, Data Security, Data Breaches, Data Handling Processes, Policy Development and Documentation, Staff Training, GDPR Management Review.



Managing Regulatory Compliance

Designed for business owners and departmental line managers.

Key topics: Compliance risk identification and management, risk register, regulatory compliance checklist, developing policies and procedures, annual reporting requirements.



Board Roles and Responsibilities

Designed for non-profit directors running companies limited by guarantee.

Key topics: Board roles and responsibilities, induction, the duties of company directors, company constitution, quorum, Company Registration Office, company secretary.



Role of Company Secretary

Designed for participants taking up the role of company secretary in a CLG.

Key topics: Legal duties of company directors, company constitution, AGM, legal and administrative duties of company secretary, setting agendas, taking meeting minutes.

SOCIAL ENTERPRISE TRAINING

Our trainers and facilitators deliver a broad range of social enterprise development training of varying duration and content. Courses are designed to meet specific client learning outcomes. Examples of our courses are provided below.



Introduction to Social Enterprise

Designed for individuals or voluntary groups who wish to set up a social enterprise.

Key topics: Social enterprise model canvas, generating ideas, researching needs, formulating business solutions, legal entities and governance implications, communicating the cause, developing rolling action plans.



Social Enterprise Development

Designed for early-stage social enterprises who wish to maximise their social impact.

Key topics: Articulating social outcomes and impact, building the team, developing business and marketing plans, projecting cash flow requirements, planning operations, developing the Board.



Business Development

Designed for established social enterprises who wish to grow their trading income.

Key topics: Framing problems and solutions, scaling social impact, financial management and break-even analysis, operations management, funding development, building respected brands.

BUILD A TRAINING NETWORK

CramdenTECH works with support agencies to deliver extensive programmes of training on their behalf. Our multi-disciplinary team of in-house and associate trainers are assembled to support the bespoke learning outcomes of a training network.

CramdenTECH has worked extensively with social enterprises funded by Pobal under the Community Services Programme. We were also delighted to be selected to deliver the Cooperating to Succeed Programme for social enterprises on behalf of West Limerick Resources, South West Mayo Development Company and South Tipperary Development Company.

When working with a support agency, we endeavour to assist the client to build its Training Network through: conducting training needs analysis, supporting the recruitment of training participants, designing training programme content, assembling the training team, managing training administration and providing training evaluation and feedback.

GOVERNANCE AND OPERATIONS TRAINING

Our trainers and facilitators deliver a broad range of training related to day-to-day governance and operations management. Courses are designed to meet specific client learning outcomes. Examples of our courses are provided below.



Operational Planning

Designed for business owners and departmental line managers.

Key topics: Business objectives, key performance indicators, tracking performance, allocating resources, break-even analysis, variance analysis, departmental and operational plans.



Developing Financial Policy and Procedures

Designed for small and growing businesses and non-profit organisations.

Key topics: Elements of financial management, handling income, expenditure, banking, fixed assets, travel expenses, petty cash, payroll, reserves, procurement and purchasing.



Charities Governance Code

Designed for trustees and managers of charities registered in Ireland.

Key topics: Purpose of the Charities Governance Code, charity classification, reporting requirements, the six principles explained, compliance record, evidencing compliance.



Writing Funding Applications

Designed for social enterprises and non-profit voluntary organisations.

Key topics: Funder objectives, communicating your Theory of Change, steps in the funding application process, writing needs statements, funding application mistakes to avoid.



Committee Skills

Designed for small voluntary organisations or non-complex charities.

Key topics: Committee roles and responsibilities, developing an annual work plan, setting agendas, taking meeting minutes, delegating the workload, managing committee meetings.

SMART VILLAGE TRAINING

In 2017, the European Commission launched the EU Action for Smart Villages initiative. Smart Villages embrace social innovation to create places where people want to live and work. To create a Smart Village, groups and individuals come together to address local challenges and identify and implement realistic solutions. Creative thinking is deployed to enhance the existing strengths and assets in communities and to underpin community-led actions and project pipelines.

CramdenTECH is proud to work with client support organisations as they roll out smart village training in their local development areas. We are particularly delighted with the progress made in 2022 through training programmes delivered on behalf of Galway Rural Development and Comhar na nOileán CTR.

Each Smart Village is different, and the training provided by CramdenTECH reflects the unique character and aspirations of participants and groups. Training is delivered both online and in-person and covers topics ranging from community asset mapping and digital innovation through to project scoping and the setting of implementation targets. Upon the conclusion of training, each Smart Village has a practical, easy to follow blueprint or projects pipeline plan to guide its future development.



MANAGEMENT365.IE

COMPLIANCE SUPPORT WHEN YOU NEED IT

Management365 is an online portal that helps business owners and managers to problem solve performance issues and/or develop the skills to manage businesses, social enterprises or charities in a rapidly changing business environment.



Save time and effort with Management 365. Get information and resources as and when you need them. Access a host of practical and downloadable resources from Management 365 to help you stay on top of corporate governance and compliance.



Access eLearning 24/7 or access a coaching price package to join like-minded managers and directors in online seminars. Quickly and easily update knowledge and understanding of corporate compliance and a range of operational topics.



Business coaching through Management 365 is problem/solution focused. Managers and directors can utilise coaching time in any number of ways from planning new initiatives to building the organisation's digital profile.



Powered by CramdenTECH

Join the Management 365 community and from your Smartphone, tablet or laptop access 24/7:

- Agenda and minutes builders
- eLearning modules for company directors
- eLearning modules for line managers and supervisors
- Policies and templates for managing employees
- Business planning templates
- Guidance for managing change in your enterprise
- Sectoral news and events updates
- Thoughts on the latest business trends and best practice

BUILDFUTURESKILLS.COM

YOUR PERSONAL CORPORATE ACADEMY

BuildFutureSkills.com is a microlearning online platform that brings together the best SME and Non-profit sector trainers to work with and help develop the skills of business owners, managers and their employees. Through BuildFutureSkills.com people can access a library of courses when they need it, 24/7.

Organisations that wish to bundle our eLearning courses into an offering under their own brand name, can access our rapid elearning development service to create corporate academies of their own.



Some of our online courses ...

Employment Law
Financial Management
Business Planning
Strategic Planning
Board Management
Corporate Governance
Customer Service
Marketing
GDPR
Board Roles
Website Development
Graphic Design
Supervisory Management
Writing Funding Applications

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