

Article By Sue Yates MD of Whiteley Scott

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Recession-hit executives grab the training nettle.

Executive training projects in IT have become a priority for firms fighting their way out of recession, according to a leading figure in Midlands sales and management coaching.

Sue Yates, with 20 years in the recruitment industry behind her as well as 25 years in training for Birmingham Chamber of Commerce and Industry, is director of Solihull-based Whiteley Scott and says that although the financial downturn is still a major concern, businesses are recognising that now is not the time to ditch staff IT training especially at executive

level.

“Companies are aware that they need to be fully equipped at executive level when the upturn comes because the competition will be even more fierce as businesses battle it out for bigger slices of the cake”, said Sue, vice-president of Solihull Chamber of Commerce.

“We have seen a significant increase in firms ensuring that their staff at executive level are developed to achieve specific goals and visions through IT”;

Companies who recognise IT as a tool to aid efficiency, introduce less onerous processes and speed up production will be ahead of the game as the country comes out of recession, says Sue.

Many large firms in either the service or production sectors are using the various forms of IT to drastically influence the way they work and break down traditional working practices and methods.

“In turn, the concept is being developed among SMEs and one-person operations and IT training is becoming a top priority”, says Sue.

By using IT programmes, companies are able to chop out traditional ways in which services are offered and products are made, and streamline procedures and improve quality, she said.

Sue’s company, Whiteley Scott, encompasses IT as it uses neuro-linguistic programming as one of its tools to enhance individual and team performance by increasing motivation, focus and drive.

“NLP has been used successfully throughout the world to improve business communication, management training and sales, and trains the brain to think through company issues in a different way”;

Sue, who owned her own recruitment business for 12 years before moving fully into training primarily in the SME marketplace, said the training helps people cope with busy lifestyles and build confidence bringing clarity to day-to-day work patterns.

On top of her training commitments, Sue is chair of the Solihull Town Centre pre-BID project and co-ordinator of the Warwick and District Ryder Cheshire Volunteers charity which helps people with physical disabilities with leisure and learning activities.

“My own lifestyle reflects the work we do with companies. I have to set goals and use leadership and team management skills to ensure that I put everything into all the various strands of my busy days”, she said.

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