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What challenges did you face before finding Rebel?

When I was looking for business advice for our customers the 2 challenges I faced were that the business advice that I could find was quite old fashioned and didn't seem to have changed at all to meet the needs of the 21st Century and secondly it didn't fit our customers needs. We might work with customers who have a business idea but they're a long way off writing a business plan.

What did Rebel do to help that?

I went to see Rebel deliver one of their courses in Manchester and it was a relief to find an organisation that didn't rely on the traditional model of business advice and the way they delivered the training was like a breath of fresh air. They are very direct and the whole course is full of advice that you can take away and apply straight away. They encourage you to start now and they give you the tools and the confidence to have a go.

I like that very direct approach. There can't be many training organisations who have such a high retention rate. When you consider that for the participants it's free so they could walk at any time the vast majority stay for the week. That says a lot.

What was the outcome and the result of using Rebel?

When we delivered our first Rebel course in 2016 we had 70 people attend and the majority of those stayed for the full week but what was more important to me was that we had created an instant network of start ups that without Rebel would have taken us years to create.

What came out of that group of new businesses was a peer support network which grew as we did more Rebel courses. You can't have any better feedback than the fact that people who come to a course often become passionate advocates for the programme.