



Business Strategy Development Training – BeSTrain

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TNA report Basque Country

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Overview of survey response

Methods used

- Face-to-face interviews
- Direct e-mailing

N° of questionnaires answered:

- VET teachers/trainers: 32
- SMEs: 29

**Most common obstacles and drivers concerning
the business strategies VET teacher/trainers
confront when attempting to access business
strategies training
(Questions 2,3,4)**

**2. Is SMT and support at present
sufficiently available and accessible to
teachers and trainers?**

SMEs: 73% NO

VET teachers/trainers:

99% NO

3. Barriers to get the newest knowledge on SMT material and methods

	Minor or no barrier	Significant or very significant barrier
VET teachers	<ul style="list-style-type: none">•Local availability	<ul style="list-style-type: none">•Time,•Cost of courses,•Lack of relevant materials•Lack of suitable practical tools
SMEs	<ul style="list-style-type: none">•Local availability	<ul style="list-style-type: none">•Time•Cost of courses•Lack of relevant materials•Lack of suitable leaning structure

4. What can be done to remedy the principal barriers to development of SMT in your institution?

VET teachers	<ul style="list-style-type: none">•Provide information about enterprise strategy and strategic management•Provide concise modular training courses•Provide online version of self-study materials
SMEs	<ul style="list-style-type: none">•Help owner/ manager recognise their deficiencies in terms of SM•Provide access to coaching•Provide short introduction of important methods in “How to implement Strategic Management

5. What is your preferred type of LEARNING PROVIDER when undertaking training?

Preferred context/assistance when receiving tuition on business strategies

Questions 5,6,7

	Least Favoured	Favourite
VET teachers	<ul style="list-style-type: none">•No relevant	<ul style="list-style-type: none">•Vet institutions•Professional institutions
SMEs	<ul style="list-style-type: none">•Universities•Private trainers	<ul style="list-style-type: none">•Vet institutions•Professional institutions



6. What is your preferred LEARNING ENVIRONMENT when undertaking training?

	Least Favoured	Favourite
VET teachers	<ul style="list-style-type: none">•Via management• Literature/ Books	<ul style="list-style-type: none">•On-site/at your place of work
SMEs	<ul style="list-style-type: none">•Networking Events / 1-to-1 discussions with your Peers (Offsite)• Via management Literature/ Books	<ul style="list-style-type: none">•On-site/at your place of work

7. What is your preferred LEARNING TOOL when undertaking training?

	Least Favoured	Favourite
VET teachers	<ul style="list-style-type: none">•Self test/Self Analysis/Quizzes•Discussions/networking with peers	<ul style="list-style-type: none">•E-Learning•Practical tools
SMEs	<ul style="list-style-type: none">•Discussions/networking with peers	<ul style="list-style-type: none">•Practical tools•Workshops (full day)•Individual coaching•Combination of the above

8. What is your opinion on the animated interactive practical tools related to the Strategic Management training content?

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Question 8

	Very helpful	No opinion it is new for me
VET teachers	25%	65%
SMEs	31%	69%

9. The practical tool should be created as...

Other tools/methodologies/trainings the respondents have used or are aware of that could be further taken into account and be integrated with BeSTrain project

Questions 9,10,11

	Tale or story	Game with several levels	Animated film
VET teachers	13%	62%	31%
SMEs	14%	69%	14%

10. What is your preferred LEARNING STRUCTURE when undertaking training

	Least Favoured	Favourite
VET teachers	<ul style="list-style-type: none"> •Attending networking events with peers (evenings) 53% •Training outside of working hours-weekday evenings 56% •Training outside of working hours-some weekends 68% 	<ul style="list-style-type: none"> •Online Short Modular Self Study Lessons (30 min-1 hour duration) 62% •Training tailored to our specific needs 84% •Training during working hours 68%
SMEs	<ul style="list-style-type: none"> •Attending networking events with peers (evenings) •Training outside of working hours-weekday evenings •Training outside of working hours-some weekends 	<ul style="list-style-type: none"> •Online Short Modular Self Study Lessons (30 min-1 hour duration) •Training tailored to our specific needs •Training during working hours

11. Which methods / tools for management and Strategic Management are of interest to you?

	"I know this method"	I know and use	I would like to know more
VET teachers	<ul style="list-style-type: none">•Swot/PEST Analysis•Quality management•Simulation	<ul style="list-style-type: none">•Quality management•Simulation	<ul style="list-style-type: none">•All of them
SMEs	<ul style="list-style-type: none">•Quality management	<ul style="list-style-type: none">•No relevant	<ul style="list-style-type: none">•All of them

Could on-line training in the area of Strategic Management be beneficial to you and your VET institution? (Please rate on a scale of 1-4 with 1 being of no benefit and 4 being very

	Benefit or very beneficial
VET teachers	78%
SMEs	88%

What would be the key

	Advantages of an ON-line training tool	Constraints of an ON-line training tool
VET teachers	<ul style="list-style-type: none">•Saving time and money•Convenience•Activation of entrepreneurship	<ul style="list-style-type: none">•Lack of personal contact
SMEs	<ul style="list-style-type: none">•Saving time and money•Convenience	<ul style="list-style-type: none">•Lack of personal contact•Lack of self motivation

Would you / your institution be interested in further cooperation with the BeSTrain project or information on its outcomes?

	YES
VET Teachers	85%
SMEs	55%



Recommendations for the adaptation of training material (WP3)

- All tools and methods attracted some attention
- Introduction of important methods because of lack of time
- Interactive practical tool; as a game

Recommendations for testing and evaluation of training programmes and animated interactive tools (WP4)

- combination of online training and training events where the participants would have some networking opportunities
- Training tailored to their specific

Recommendations for the pedagogical and methodological approach

- SMEs feel a lack of access to material and training on Strategic Management.

Need to be convinced

- online self evaluation tool

- Trainers assistance on the pilot

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