



It's your Insight this time!

This month's Insight is all about the launch of a new business within the Huthwaite International group. And it came about as a result of an insight that **you** shared with **us**, instead of the usual other way round.

Last year we conducted what our marketing people call a 'brand health check'. We asked clients what they thought about us – the value that the Huthwaite International brand represents to them.

Of course, our researched behavioural models and the training programmes derived from them were rated as very important. But equally valued was our ability to rollout projects across the world in local language, consistently and effectively. The insight was that, as well as recognising our world class content, clients prize our implementation capabilities. When undertaking a major training project – particularly if there's an international aspect – our clients see us as 'a safe pair of hands'.

"Well," we thought, "if that's the case, might they be interested in using those same safe pair of hands to deliver content that is not ours?"

So we went and asked some of our clients precisely that question and they said, "Yes". So that is what this new business offers the market: access to the same account management, project management and international implementation skills that you have come to expect from Huthwaite, but applied to **your** content.

To avoid confusion, we have set up a separate brand within the group, **Skill4 International**. The strapline describes it neatly – 'Training without Frontiers™'. We see two main user groups for Skill4 International's expertise:

The multinational with 'other' content to be delivered

As well as using specialised training suppliers such as Huthwaite, large global companies generate huge amounts of their own 'other' internal training and communications content. They also buy in 'other' content from providers who have only a local presence.

If they want to distribute this 'best practice', they typically have two options. They can use their own local resources, distracting them from their day job and risking corruption of the message. Alternatively, they can contract local delivery resources, the 'hired guns' of the training world, with a host of other attendant risks. If you want to know more about what all those risks are, [go here](#). For details of how we might be able to deliver your content consistently and effectively, [go here](#).

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The training provider who lacks an international network

National or regional training organisations can lose substantial contracts if they are unable to match their clients' international footprint. They may have content based on superb intellectual property (IP), but expanding delivery capability beyond their current presence and languages is a nightmare.

*How do we find delivery resource in a new country?
How do we know they will be any good? Most importantly, can we trust them? Will they deliver our IP faithfully? How can we stop them 'ripping it off'? Will we even know?*

Respect for – and protection of – intellectual property is a core value within the Huthwaite International group. We go to great lengths to ensure that our own IP is communicated faithfully and consistently across all our international operations. We protect it ferociously, because we recognise that it is the lifeblood of our core business.

Who better could you trust to trust with your IP? [Go here for more details.](#)

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