



## **Online Learning – Organisational Excellence Licensing Opportunities**

In a world where the thirst for knowledge is increasing but pressures on costs are increasing as well, online learning is increasing in popularity. Advances in technology, particularly web based, coupled with increasing understanding of and readiness to use 'computers' by the population, now makes this form of learning not simply a viable alternative to traditional 'classroom' based learning but in many cases a better option.

Quality Scotland and Mark Webster Consulting (MWC) are working together in partnership to develop online learning solutions in this 'new' online age. Both organisations have an enviable pedigree in the area of Organisational Excellence using Excellence Models such as the EFQM Excellence Model and the RADAR Assessment and Management tool, and both have delivered training relating to this area of work for many years. In particular Quality Scotland has developed expertise in the area of online learning platform development and operation using technologies such as Web 2.0, whilst Mark Webster, the Principal Partner of MWC, has a very long track record of close involvement with the EFQM, and himself personally developed the EFQM's RADAR tool.

The partnership currently offers some online learning courses direct to customers, and examples of these can be found at [www.qualityscotlandonline.co.uk](http://www.qualityscotlandonline.co.uk) Additional online courses currently planned or in development include Introduction to Excellence, How to prepare for EFQM Committed to Excellence Recognition, How to prepare for an Excellence Award Recognition, How to use RADAR as an Effective Management Tool. Other offerings will be developed in the coming year.

As well as offering a comprehensive and well balanced set of Organisational Excellence related online learning programmes and briefings direct to customers, the Partnership also offers other organisations the opportunity to include and sell these within their own portfolios on a licensing arrangement. The licensing arrangements have been set up to be very attractive to potential licensees, involving no upfront costs, opportunities for delivery through personalised online domains, branding of content with licensees own logos etc., plus for a one-off cost, customisation of content as required. Further details of the licensing arrangements are contained in the associated licensing arrangements document. Additionally the Partnership is open to discussing the development of specific learning offerings for customers based on their own specific requirements.

*For more details contact:*

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