

absolutely business



PRESS RELEASE

Absolutely Business Development!

6 months following the launch of her management consultancy, Absolutely Business, owner Denise Walker has greatly expanded its training services for recruitment companies in the UK.

Absolutely Business was set up in September 2006, as a specialist business consultancy service for recruitment businesses in the UK. "And, although the consultancy side is doing very well, I never envisaged such a massive call for our in-house training, as part of the business solutions offered to our clients," says Walker. "This has been a wonderful development for me, because it has enabled further expansion in an area I am passionate about."

She continues: "In the right circumstances, public training courses have their value. However, we believe that training can have a far greater impact if it is tailored to the requirements of the individual company and delivered in-house – and that is exactly what we do."

So why is Absolutely Business training so different? According to Walker, she simply listened carefully to what her clients wanted, which was:

1. No "airy fairy" theories, just practical, common sense content, which would result in an immediate improvement in the quality of activities - and ultimately the bottom line.
2. Trainers who have worked in the industry, so have the experience necessary to really understand their needs.
3. Branding of training materials, using the client's logo and house style.
4. Maximum return on investment through the ability to retain and utilise the learning long term.

Based on these requirements, Absolutely Business now offers a rapidly expanding portfolio of training courses and workshops, designed for business owners, managers and recruitment consultants. "And, because training is only as good as its follow-through, these can be backed up with scheduled follow-ups, coaching and mentoring," says Walker. "But the main difference is that, in contrast to 'stand alone' courses, our training forms part of the overall business solution, usually following an in-depth analysis of the total business needs. We can therefore be absolutely sure that it is relevant to the needs of the business. And this means that our clients can be sure that their return on investment is maximised."

If you would like to know more about Absolutely Business, please visit: www.absolutelybusiness.co.uk or call 0118 9821535.

----- ENDS -----

Note to editors:

About Absolutely Business

Absolutely Business is a specialist management consultancy, designed exclusively for the recruitment industry, delivering **business consultancy, interim management and training services**.

Contact

For further press information, please contact **Denise Walker FREC** on **0118 9821535** or **07900 266179**.