

This article first appeared in:

Business and Finance
18 May 2006
Volume 42 Number 11

ONCE-OFF IS OFTEN A WASTE

What is it?

To Be Training and Development is a new management development consultancy. It believes that many one-off training events are ineffective and a waste of corporate time and resources. Founder Adrienne O'Hare believes businesses must move beyond one-off training events and embrace lifelong learning to facilitate long-term behavioural change.

Who's behind it?

Adrienne O'Hare is founder and MD and has over 10 years experience in learning, development and HR in multinational companies. With extensive experience in business set-ups and sales management, her particular areas of expertise are in behavioural change, leadership and management development, coaching and creating practical solutions for real business needs.

Financial situation?

O'Hare has targeted turnover of €1m by year two. The business start-up was funded by O'Hare and has won considerable new business, which she expects to fund growth.

Future Plans?

To Be Training and Development is already providing services to a diverse range of clients including Bank of Scotland (Ireland), Global Turbine Services and White Young Green Ireland plc. It intends to build its client base and plans to expand into other locations including the North. The firm is also looking to expand its network of experienced training associates.