

Your blended learning partner for professional qualifications

Flexible courses and apprenticeships for training providers and universities



Accounting
Business
Management
Human Resources
Law

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Your blended learning partner for professional qualifications

At Mindful Education, we specialise in creating award-winning hybrid learning solutions.

A compelling mix of academic expertise, technology and creativity, our flexible blended learning courses and apprenticeships bring learning to life and achieve outstanding results.

Offering a range of professional qualifications including management, accounting, law, business and human resources, Mindful Education works in partnership with hundreds of employers, training providers, colleges and universities. We support thousands of learners each year, helping people to take the next step in their careers and realise their ambitions.



25,000+
Learners have studied a Mindful Education course or apprenticeship with one of 70+ partners



“We can now offer our employees the flexibility of learning anywhere at any time, they’ve

got some fantastic resources available to them online and it’s all just made everything much more achievable. We’re already looking at other areas in the business where we would like to take on more apprenticeships.”

Kathryn Baines
Human Resources Manager, Venari Group



“Working with Mindful Education works fantastically, especially in an NHS organisation

like ourselves. It gives such a flexible approach for apprentices to be able to study when it’s convenient to them.”

Heather Ainscough
Apprenticeship Compliance and Funding Manager, Greater Manchester Mental Health Foundation Trust

Why Mindful Education?

We work in partnership with training providers and universities, adding value to their operations through access to our market-leading courses, the practical application of technology, and engagement with our expert team.



Award-winning programmes of learning

Video lessons written by our academic experts, filmed in our studio and flooded with high-quality media that boosts engagement and retention.



Technology that works for our partners

Making delivery easier and providing a wealth of actionable data that helps drive retention and outcomes.



Support services that bolster every aspect of your business

Making your day-to-day operations easier and enabling you to drive sustainable growth.



Strong relationships with awarding organisations

Providing reassurance and up-to-date information to partners.



A dedicated team of experts

Working closely with their counterparts across your organisation and supporting all aspects of your operation.

Our 10 year milestone

In 2015 we began life as a small education technology startup. Now Mindful Education is firmly established as a leading provider of blended learning for professional qualifications.

Looking to the future, our ambition is to continue to grow, by supporting the growth of our partners. Together, we aim to deliver our flexible blended learning solutions to more employers and learners, improving outcomes and boosting careers.

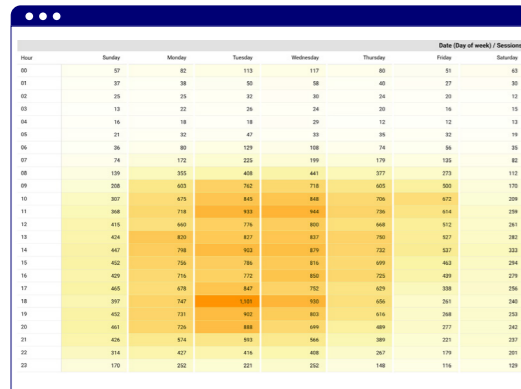


Sustainable growth through technology

By working at scale, we're able to support our partners with high-quality resources, backed up by technology and a depth of data insight that is simply not available elsewhere.

Learner access

Learners are accessing our virtual learning environments (VLEs) 24 hours a day, seven days a week – demonstrating the power of a flexible, always-on solution to support learners and their employers.



29,735 Hours that learners spent watching video lessons on our VLEs in 2025

Support

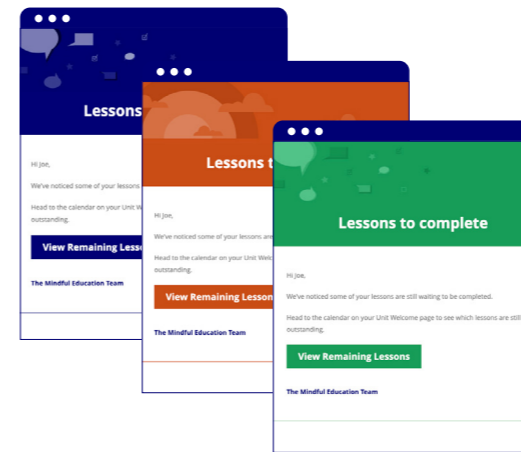
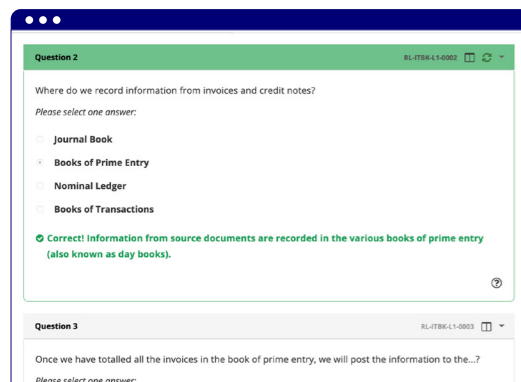
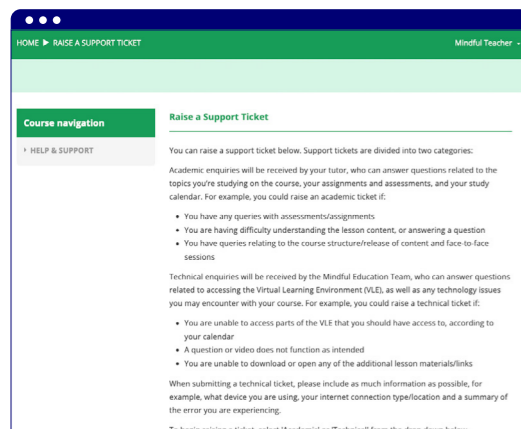
Through our VLE ticketing system we support learners with technical queries, whilst academic questions are sent on to your tutors. Learners and tutors can rely on the Mindful Education team to resolve technical queries.

2,393 Technical tickets answered in 12 months by the Mindful Education team

Self-marking questions

Learners have access to multiple questions in a range of styles throughout the VLE to reinforce key points and test knowledge. Our model answers provide high-quality feedback to learners without any need for tutor involvement.

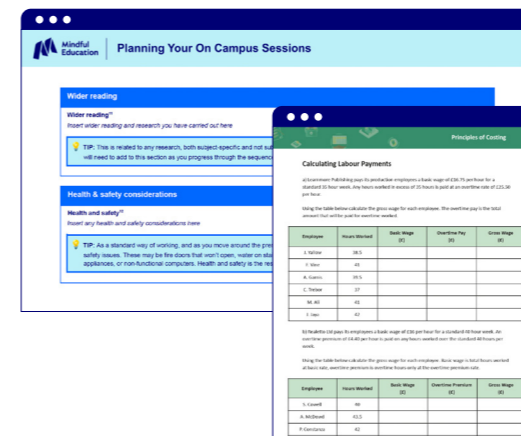
12,702 Questions on our VLEs, all with instant feedback and guidance



Automated emails

Our VLEs drive next steps for learners so tutors don't have to. Through regular, automated emails we unlock new lessons, send reminders to learners who might be falling behind and provide reports to tutors and assessors.

150,000 Automated emails sent each year by our servers to learners and curriculum teams



Downloadable assets

Branded with our partners' logos, downloadable assets form a key part of our online lessons and the ongoing value we provide to learners. There is also a wealth of tutor resources to assist with lesson planning.

222,466 Partner-branded downloadable assets hosted on our servers and accessed through the VLE

Activity	Date	Description
Online Lesson Unlock(s)	03 Nov - 09 Nov	Complete online lesson 1
Online Lesson Unlock(s)	10 Nov - 16 Nov	Complete online lesson 2
Online Lesson Unlock(s)	17 Nov	Attend on campus class
Online Lesson Unlock(s)	17 Nov - 23 Nov	Complete online lesson 3
Online Lesson Unlock(s)	24 Nov - 30 Nov	Complete online lesson 4
Online Lesson Unlock(s)	01 Dec	Attend on campus class

Bespoke delivery calendars

Every cohort of learners has a custom delivery calendar that is agreed with the partner, using our tried and tested blended learning delivery models. Once signed off, calendars are loaded onto the VLE so that learners have full visibility.

1,276 Bespoke calendars created by the Mindful Education team for partner cohorts in 2025



The increasing role of education technology within Ofsted inspections

With technology playing an ever-increasing role in the delivery of education and skills training, we've created a thought piece on how technology is being reported within Ofsted inspections. [Download our thought piece.](#)

Meeting employer needs

Mindful Education’s blended learning programmes help our partners to meet employer needs and grow their business by offering:



Actionable analytics that drive retention and achievement



High-quality programmes of learning that are compelling and attractive



Bespoke delivery calendars to suit employer needs



Flexible online delivery so apprentices can study around work commitments

Through our work with employers across the public, private and third sectors, we’ve seen significant growth in organisations seeking high-quality blended learning for their apprentices.

Apprenticeship tenders – examples of listed requirements:

“The delivery model must offer different modes of study, including a blended learning approach to include face-to-face and virtual/online delivery.”

December 2025
Warwickshire County Council

“Delivery with flexibility for remote, hybrid and on-site learning”

January 2026
Southern Water Services



“It’s good for the learners, it’s good for their managers, and it means that we can have learners in multiple places with the same provider. I think the benefits of the Mindful Education virtual learning environment is that everything’s in one place. So the videos, the coaching, all of the resources are there for learners to be able to access during downtime at work.”

Katie Woodward
Talent Development Manager, Waythrough



Employer engagement support from the Mindful Education team

Our dedicated employer engagement team works closely with our partners to support with employer outreach work.

Here is an example of how we work with our partners through the sales cycle:

- 1** Partner meets with employer and identifies professional apprenticeship needs
- 2** Partner sends details of the apprenticeship standards of interest (Mindful Education collateral and videos available, containing relevant technical details)
- 3** Partner schedules a joint meeting with Mindful Education, so that the employer can get a fuller understanding of the apprenticeships programmes they are interested in
- 4** Mindful Education and partner meet the employer together to formally present the blended offer, explain the key benefits, provide a short VLE demonstration, and share how the partnership provides the employer and their apprentices with the best of both worlds
- 5** Partner supports the employer with apprenticeship recruitment (where required) and enrolment
- 6** Apprentice completes partner’s enrolment process and induction
- 7** Apprentice accesses their bespoke VLE, hosted by Mindful Education

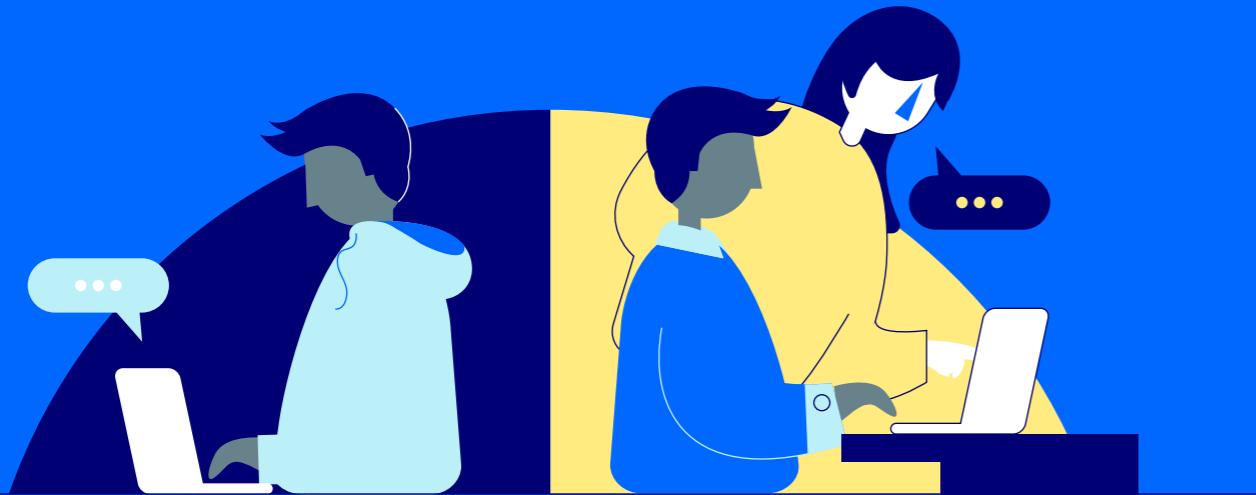


“The benefits of studying the Mindful Education apprenticeship is first and foremost flexibility. Apprentices can still do their day job and learn whilst they earn with little disruption to the business. It’s helping us as a business because of the flexibility of the online learning. [Our HR apprentice] has developed both personally and professionally, her confidence has grown from strength to strength.”

Nicki Artwell-Ikwele
HR Business Partner
Bristan Group Ltd

Online and On Campus – supporting your delivery

Our virtual learning environments (VLEs) are packed with useful features and resources for tutors. VLEs are regularly updated in line with the latest course specifications so you always have access to the most up-to-date materials.



Working with Mindful Education makes delivering professional qualifications easier for tutors. Our flexible courses bring significant benefits to delivery teams, both Online and On Campus:

Online

Tutors and managers have full access to a bespoke VLE and can review learner progress via detailed analytics. Tutors can prepare for on campus sessions by reviewing the VLE analytics for their class, helping them to readily understand where their learners need additional support.

On Campus

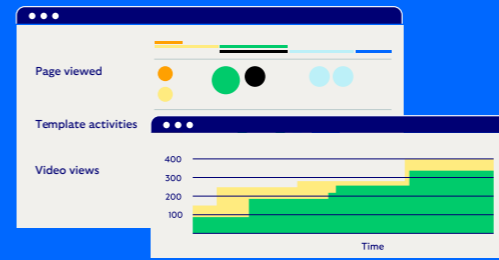
Tutors control the structure and content of workshops, enabling them to focus on areas that learners are finding more challenging. On campus sessions can be held in person or virtually, and are designed to help embed key concepts and maximise the value of classroom time, supported by our comprehensive lesson materials that enable high challenge – high support learning.

“Working with Mindful Education is like having another member of the team.”

Sandra Cook
AAT Tutor, Brockenhurst College



[Download our tutor brochure](#)



Lesson Title	Video Title	Tutor Resources	AAT Assessment Criteria	Mapped to Apprenticeship Standards
Lesson 1		Essential	L1	K6 and K8
		Optional	L2	
Lesson 2		Essential	L1	K4, K6, K8 and K13
		Optional	L2	



Activity	Resources	Facilitator	Aims of the session
Using the VLE, tutor to review the learner progress via detailed analytics.	Lesson 1 Content pack of resources and activities, a 'Tutor's Handbook' for the VLE, and a checklist for the VLE.	In person, online.	To add further K6, K8 and K13 to support their learning outcomes.
Review assessment	Lesson 1 and 2 content, and a checklist for the VLE.	In person, online.	Discuss the complexity of the learning outcomes and the importance of the VLE in supporting the learning process.
Understanding project management	Lesson 1 and 2 content, and a checklist for the VLE.	In person, online.	Provide support with practical aspects of the project management process.

Live learner analytics

Our intuitive analytics allow you to pre-empt opportunities for intervention, and focus on areas that learners are finding most challenging. These helpful insights elevate learner engagement, retention and outcomes.

Tutor training

We work hand-in-hand with our partners to help tutors achieve the best possible outcomes for their learners. We provide unlimited tutor training on the use of the VLE and analytics, and we can support ongoing CPD needs with specialist sessions on blended learning delivery.

Tutor resources to support delivery

The Mindful Education VLE offers ready-to-use materials and template lesson plans that complement the course calendar. This reduces preparation time for on campus sessions and supports tutors with coaching and embedding learning.

Mindful Education Insights

Featuring guest speaker sessions, live online seminars and pre-recorded webinars, Mindful Education Insights is an added-value service, provided free of charge to our partners. With bespoke programmes for each of our subject areas, Insights sessions are designed to supercharge blended teaching and learning for our courses.

*Ofsted campus report, inspection November 2024
Carlisle College, part of NCG*

“The blended approach using the Mindful Education platform provides learners with the opportunity to further develop their classroom learning, leading to learners knowing and remembering more over time.

The online formative assessments are well used by tutors to assess learners’ areas of strength and areas for further development, supporting tutors to individualise learning and enabling learners to have focused input.”

Online and On Campus – learner experience

Flexible, inspiring and engaging, Mindful Education courses are expertly designed to bring learning to life and help learners to achieve outstanding results.



Video lessons

cover the full specification for the professional qualification

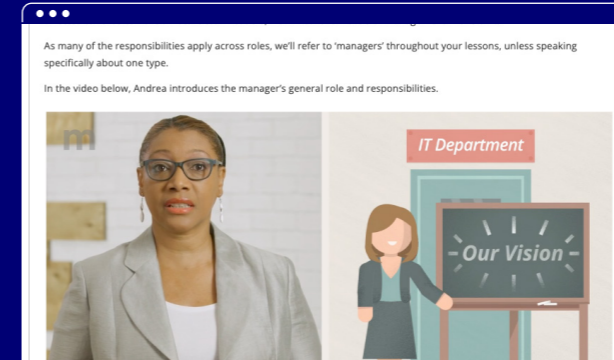
Specialist in-house filmmakers, motion graphic designers and web developers collaborate with our experienced academic teams to create innovative ways of learning. Our courses are written by academic experts and rigorously quality-checked to meet course specifications. We ensure they stay current with the latest specification changes and course requirements, empowering curriculum

teams to deliver a consistent, high-quality learning experience.

Mindful Education's technology provides a range of features that drive inclusion; empowering people who may face barriers to accessing education, such as geographical location or a busy family or work life, as well as those with different learning needs.



Our VLEs offer a highly accessible learning experience, with a range of features including transcripts for all videos and downloadable lesson materials.

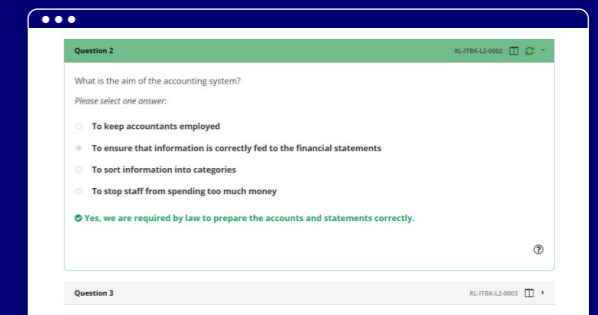
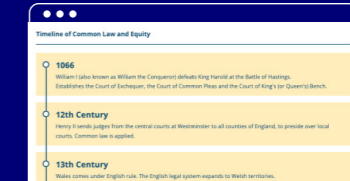
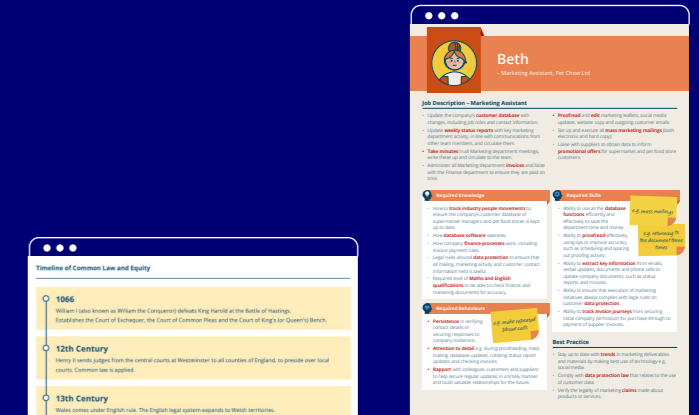


Motion graphics

boost learner engagement

“The option to rewatch videos really helped as sometimes I find it difficult to understand when I’m learning. For my Level 2 accounting course I used to watch videos, and read transcripts all the time. With my level of English I wouldn’t be able to understand and pass the course just by attending the on campus lessons. I need to read, watch, rewatch and relisten multiple times so that I can learn concepts and improve my English writing.”

Level 4 accounting learner
BMet



Quizzes, questions and case studies

deepen understanding and embed learning

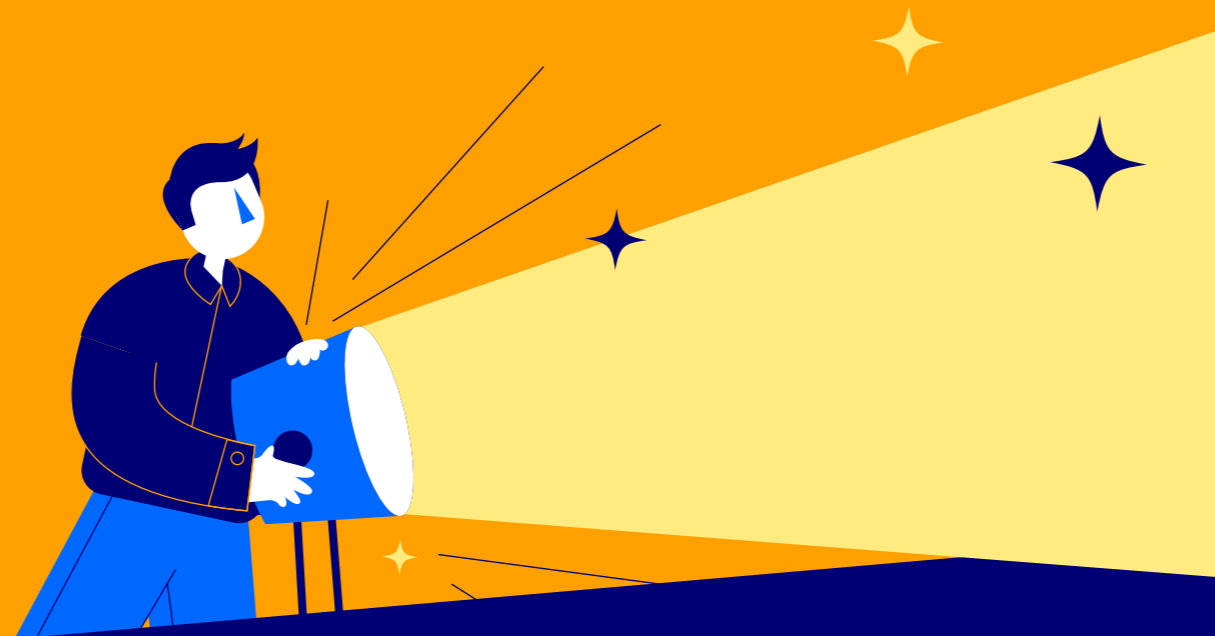


Hear from our learners

Quality and outcomes

Our blended learning courses are the best in the market and help our partners drive better outcomes for their learners.

Achievement rates for our courses are outstanding: 80% of Mindful Education learners who complete their qualifications achieve a merit or distinction and our results are consistently above awarding organisations' published averages.



AAT results

For **every unit**, on **every AAT qualification** we deliver, the average results achieved by Mindful Education learners were above AAT's published worldwide averages.

2024-25 results

Collated in October 2025 from 49 partners, with an average of 285 sittings per unit



HR apprenticeships with Bristan Group



Flexible apprenticeships – with the AAT



Accessibility through technology – tools for ESOL learners



Blended accounting courses with Westminster Adult Education Service



Management apprenticeships with Greater Manchester Mental Health Foundation Trust



Business administration apprenticeships with Waythrough



Working in partnership with BMet

We're proud of our partners and how they feel about working with Mindful Education. We have a range of case studies on our website, featuring interviews with employers, learners, tutors and senior managers. Scan the QR code to hear from our partners.



[Watch our case studies](#)

Driving operational excellence

A partnership with Mindful Education gives you immediate access to our sector experts and the wealth of resources available to our partners.



“The quality of the videos, the quality of the online resources, the questions and answers – we’re getting everything and it’s just amazing. It really makes my job so much easier.”

Michael Webster
Lecturer in Accounting / AAT Programme Coordinator, Cardiff and Vale College



Recommended delivery models for a blended approach

- We provide recommended delivery models, which are based on years of experience with our training provider, college and university partners
- Every cohort will have its own course calendar, enabling you to match the specific needs of your employers, your tutors and your learners
- The bespoke delivery models will drive the automated events for each cohort, including:
 - Live-online inductions
 - Lesson unlocks
 - Chaser emails
 - Weekly learner analytics reports for tutors
 - Learner surveys

Week Commencing	Unit	Online Lessons	Release Date	Activity	Class
9-Sep-24	Introduction to Bookkeeping	Online lesson 1	11-Sep	Induction	-
16-Sep-24		Online lesson 2	18-Sep	On-campus session	18-Sep
23-Sep-24		Online lesson 3	25-Sep	-	-
30-Sep-24	Principles of Bookkeeping	Online lessons 4 and 5	2-Oct	On-campus session	2-Oct
7-Oct-24		Online lesson 6	9-Oct	-	-
14-Oct-24		Online lesson 7	16-Oct	On-campus session	16-Oct
21-Oct-24		Online lesson 8	23-Oct	-	-
28-Oct-24	The Business Environment	Online assessment practice	6-Nov	On-campus session	6-Nov
4-Nov-24		-	-	-	-
11-Nov-24		-	-	On-campus session	20-Nov
18-Nov-24		-	-	Exam	27-Nov
25-Nov-24		-	-	-	-
2-Dec-24	Principles of Bookkeeping	Online lesson 1	27-Nov	-	-
9-Dec-24		Online lesson 2	4-Dec	On-campus session	4-Dec
16-Dec-24		Online lesson 3	11-Dec	-	-
23-Dec-24		Online lesson 4	18-Dec	On-campus session	18-Dec
30-Dec-24	The Business Environment	Christmas Break	Christmas Break	-	-
6-Jan-25		Online lesson 5	8-Jan	On-campus session	8-Jan
13-Jan-25		Online assessment practice	15-Jan	-	-
20-Jan-25		-	-	On-campus session	22-Jan
27-Jan-25		-	-	Exam	29-Jan
3-Feb-25	Principles of Bookkeeping	Online lesson 1	29-Jan	-	-
10-Feb-25		Online lesson 2	5-Feb	On-campus session	5-Feb
17-Feb-25		Online lesson 3	12-Feb	-	-
24-Feb-25		Online lesson 4	26-Feb	On-campus session	26-Feb
3-Mar-25	The Business Environment	Online lesson 5	5-Mar	-	-
10-Mar-25		Online lesson 6	12-Mar	On-campus session	12-Mar
17-Mar-25		Online lesson 7	19-Mar	-	-
24-Mar-25		Online assessment practice	26-Mar	On-campus session	26-Mar
31-Mar-25		-	-	-	-
7-Apr-25	Principles of Bookkeeping	-	-	Exam	9-Apr
14-Apr-25		-	-	-	-
21-Apr-25		Online lesson 1	25-Apr	Exam	30-Apr
28-Apr-25		Online lesson 2	30-Apr	On-campus session	-
5-May-25	The Business Environment	Online lesson 3	7-May	-	-
-		-	-	-	-



Bespoke growth strategy planning

- As experts in the professional and business services sector, we provide our partners with bespoke regional and national reporting
- We then agree growth strategy plans for the partnership
- An open dialogue around growth and planning promotes buy-in and helps to ensure delivery on agreed targets



Employer engagement checklist

- Details our support for your employer engagement team
- Includes focused marketing and business development activities
- Our team can support you with tender responses and bid writing
- The checklist is a simple aide-memoir for your team, explaining how we can tangibly boost the impact of your employer outreach work



“Working in partnership with Mindful Education allowed us to leverage their expertise in marketing, curriculum support and resource design in an online environment. It’s allowed us to grow our professional offer, to introduce new courses, and also to upskill our staff in a really important area.”

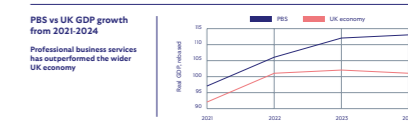
Paul Emberlin
Group Director of Online, Activate Learning

Professional and business services in England

The Professional and Business Services (PBS) sector includes a wide range of industries including accountancy, management consultancy, legal services, human resources, business administration and related activities. Professional skills underpin the core of every industry and sector by providing technical expertise, governance, systems and processes that drive organisational productivity.

The economic importance of PBS is substantial; the sector accounts for around one in seven jobs in the UK and typically offers wages 20% higher than the national average. While PBS has consistently outperformed the wider economy, overall UK GDP growth remains weak - in large part due to structural productivity and skills shortages. This highlights the dual role of PBS as both a resilient driver of economic growth and a reminder of the need for broader investment in skills.

The 2025 Industrial Strategy identifies PBS as one of eight high-growth “IS-8” sectors, highlighting its role in driving international competitiveness and supporting regional development. With high wages, strong demand, and consistent growth, PBS is a vital sector and important for the UK’s future economy.



Employer engagement checklist

To assist with your employer engagement operational plan for professional apprenticeships, we have put together this employer engagement checklist. The checklist sets out the key details and actions for our partnership. Please use this document as needed to support your plan.

1. Curriculum and delivery	
Professional apprenticeship scope	Has the college's DTT and curriculum team signed off the apprenticeship standards that will be delivered in partnership with Mindful Education? Is the college EE team aware of the apprenticeship standards that will be delivered in partnership with Mindful Education? Mindful Education can provide apprenticeship market data and insights.
Delivery method	Has the college's curriculum team decided whether tutor-led workshops will take place on campus or via virtual classroom? This may differ per apprenticeship standard. Mindful Education can provide completed delivery models for each apprenticeship standard.
Start dates and calendars	Have the start dates and delivery calendars been agreed for each apprenticeship standard? Mindful Education's planning and delivery team will work with the college's curriculum team to plan start dates and will provide best practice guidance on workshop frequency.
Cohort viability and growth targets	Has the college agreed minimum cohort sizes and growth targets? Mindful Education's Curriculum Butler (found in our Partner Hub) includes full details on both minimum and maximum group sizes.
Offsite opportunities	Has the college agreed additional in-year start dates and offsite opportunities? We will be pleased to share details of offsite opportunities for all of our apprenticeship programmes to build cohorts throughout the year.
2. Marketing	
Website updates	Has the college's website been updated to include details of Online and On Campus delivery for each apprenticeship? Has the college created a landing page for Online and On Campus apprenticeships? This will be used for any campaigns and collateral. Mindful Education will provide your marketing team with all the copy and assets needed to update the page.
Employer email campaigns	Has the college identified the audience for its employer email campaigns? Mindful Education will share subject specific email campaign templates, these can be used at different points in the year.
Social media campaigns	Has the college scheduled social media posts to promote Online and On Campus apprenticeships? Images, videos and copy for college social media posts are available in our Partner Hub.
3. Employer engagement	
Campaign case review	Have all the college review and action campaign detail? We can provide training sessions for your teams, covering the benefits of Online and On Campus apprenticeships and recommended stake approaches.

The benefits of partnership

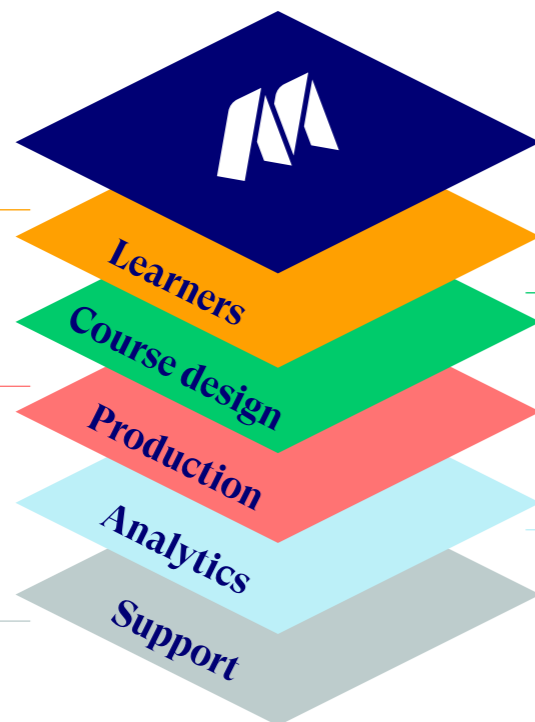
A partnership with Mindful Education brings you immediate access to our wide range of products and services

Mindful Education's core competencies

A multi-award-winning blended learning experience, providing thousands of learners with the quality and flexibility they expect.

An expert in-house production team of filmmakers, animators, graphic designers and editorial.

Ongoing and pro-active support with 70+ delivery partners to produce outstanding learner outcomes.



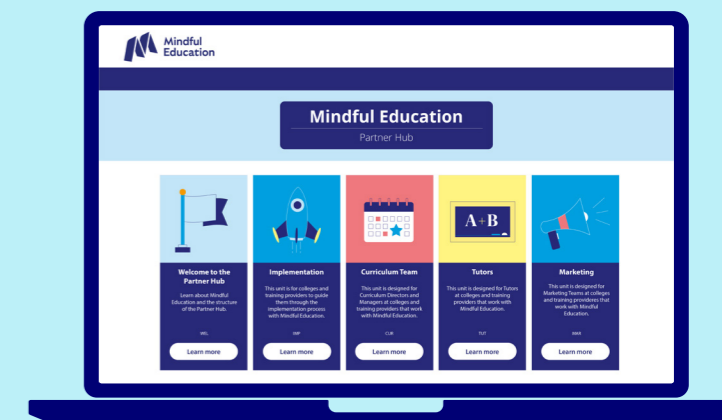
Our in-house academic, creative and digital teams work closely together to design and build our courses from start to finish.

Customisable and scalable VLEs, with learner analytics to track learner progress. This enables managers and tutors to push for interventions where required.

The Mindful Education Partner Hub

Created as a bespoke resource for our partners, and powered by our award-winning virtual learning environment (VLE), the Mindful Education Partner Hub is a one-stop-shop for teams to access and download information about our courses, our partnership and the services we offer.

Built using our award-winning VLE, the Partner Hub offers high-quality videos and a wealth of helpful downloads. The dedicated tutor unit covers all aspects of blended delivery and working in partnership with Mindful Education. You can download our course mapping documents, and access support and information on course planning and delivery.



Curriculum Builder

Located in the Partner Hub's curriculum team unit, Curriculum Builder is an essential tool providing comprehensive information for planning effective course delivery. It contains funding information, awarding organisation details, and best practice guidance gleaned from our extensive experience in delivering blended learning courses alongside training providers, colleges and universities.

Awarding Organisation	Level	Online and blended	Assessed	Funding	ASP	FCJ	ALL	SCLUSA
Accounting - AAT	2	Certificate	Y	€	823			
Accounting - AAT	2	Certificate	Y	€	1,836			
Accounting - AAT	2	Accounting Technician Apprenticeship	Y	€	7,000			
Accounting - AAT	3	Certificate	Y	€	1,912			
Accounting - AAT	3	Diploma	Y	€	2,882			
Accounting - AAT	3	Diploma	Y	€	12,000			
Accounting - AAT	4	Diploma	Y	€	2,808			
Accounting - AAT	4	Operative Apprenticeship	Y	€	8,000			
Management - AAT	2	Certificate	Y	€	403			
Management - AAT	2	Principles of Management and Leadership	Y	€	1,280			
Management - AAT	2	Leadership Apprenticeship	Y	€	5,000			
Management - AAT	2	Diploma in Management and Leadership	Y	€	100			
Management - AAT	2	Certificate in Management and Leadership	Y	€	150			
Management - AAT	2	Diploma in Management and Leadership	Y	€	1,188			
Management - AAT	2	Operative Manager Apprenticeship	Y	€	8,000			
Management - AAT	2	Award in Leadership and Management	Y	€	-			
Management - AAT	2	Certificate in Leadership and Management	Y	€	724			

Our curriculum and quality support team

The Mindful Education curriculum and quality support team is made up of passionate subject specialists with extensive backgrounds working in further education. They act as a valuable sounding board for you, with regular touchpoints throughout the year.



“My great-grandmother washed her clothes by hand, now I put everything in the washing machine. It’s the same for education – why would we want to go back to doing things the old way when we have these resources available?”

Eve Jones
AAT Lecturer, BMet

Our course and apprenticeship portfolio

Subject area / awarding organisation	Level	Part-time professional course	Apprenticeship	Start dates (terms)	Potential infill points
Accounting Association of Accounting Technicians	1	Award in Bookkeeping	N/A	Autumn, spring and summer	N/A
	2	Certificate in Accounting / Certificate in Bookkeeping	Accounts / Finance Assistant	Autumn, spring and summer	1 / 1
	3	Diploma in Accounting / Certificate in Bookkeeping	Assistant Accountant	Autumn, spring	3 / 1
	4	Diploma for Professional Accounting Technicians	Professional Accounting Technician	Autumn, spring	3
Business City & Guilds	2	N/A	Administration Assistant	Autumn, spring and summer	4
	3	Diploma for the Business Administrator	Business Administrator	Autumn, spring and summer	4
Management Chartered Management Institute	3	Diploma in First Line Management and Leadership	Team Leader <i>Available until 31 August 2026</i>	Autumn, spring and summer	5
	5	Diploma in Management and Leadership	Operations Manager <i>Available until 31 August 2026</i>	Autumn, spring and summer	6
Management ILM	3	Diploma in Leadership and Management	Team Leader <i>Available until 31 August 2026</i>	Autumn, spring and summer	3
	5	Diploma in Leadership and Management	Operations Manager <i>Available until 31 August 2026</i>	Autumn, spring and summer	2
Human Resources Chartered Institute of Personnel and Development	3	Foundation Certificate in People Practice	HR Support	Autumn, spring	2
	5	Associate Diploma in People Management	People Professional	Autumn, spring	2
Law National Association of Licensed Paralegals	3	Certificate for Paralegal Technicians	Paralegal	Autumn, spring	3

Next steps

A consultative approach

We will take the time to understand your organisation and your future plans. As part of this work, we will provide you with a bespoke growth strategy and detailed financial modelling to ensure that plans and expectations are fully aligned.



Step 1: Initial meeting

Our aim is to build a partnership, so we'd like to start with an in-person meeting with key decision makers. We'll introduce Mindful Education and our courses and discuss how our partnerships work.

Key points to cover:

- An introduction to Mindful Education and the services we provide to our partners
- The Online and On Campus blended learning model
- Explore your requirements and the potential scope of the partnership
- Brief product demonstration



Step 2: Bespoke growth strategy

We want to fully understand your business and your market so we'll take the time to create a bespoke growth strategy plan and detailed financial modelling.

Key points to cover:

- National and regional context for professional and business services
- Current market trends
- Your current position
- A plan for sustainable growth



Step 3: Follow-up meeting

An opportunity for a more detailed discussion, based on the opportunities identified through the bespoke growth strategy.

Key points to cover:

- How our products, technology and services can help you achieve sustainable growth in the professional and business services market
- The proposed scope of the partnership

Commercial arrangements

Our fees are wholly contingent, with no up-front costs. This means we are true partners, with a shared interest in learner recruitment, retention and achievement. And we offer a flexible pricing model, so as more of your learners study on our courses, our fee percentage is reduced.

A partnership with Mindful Education will lead to a significant reduction in staffing hours for teaching, marking and lesson preparation so your team can be deployed to other areas.



“Mindful Education bring with them extensive experience and expertise. Our partnership with

Mindful Education helps us provide innovative, high-quality solutions for learners.”

Preeti Mahajan
Director of Online Learner Experience
Activate Learning

Partnership implementation

Through our experience of working with 70+ training providers, colleges and universities, we've developed a partnership implementation approach which ensures that all stakeholders are engaged and that the partnership gets off to the best possible start.

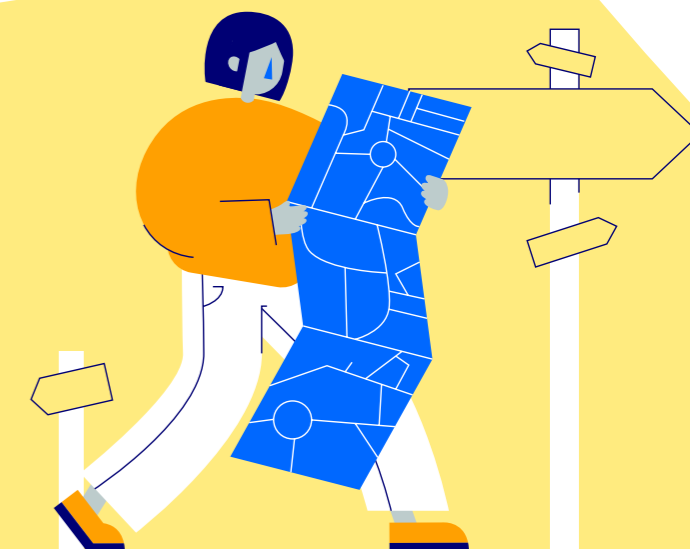
We'll deliver:

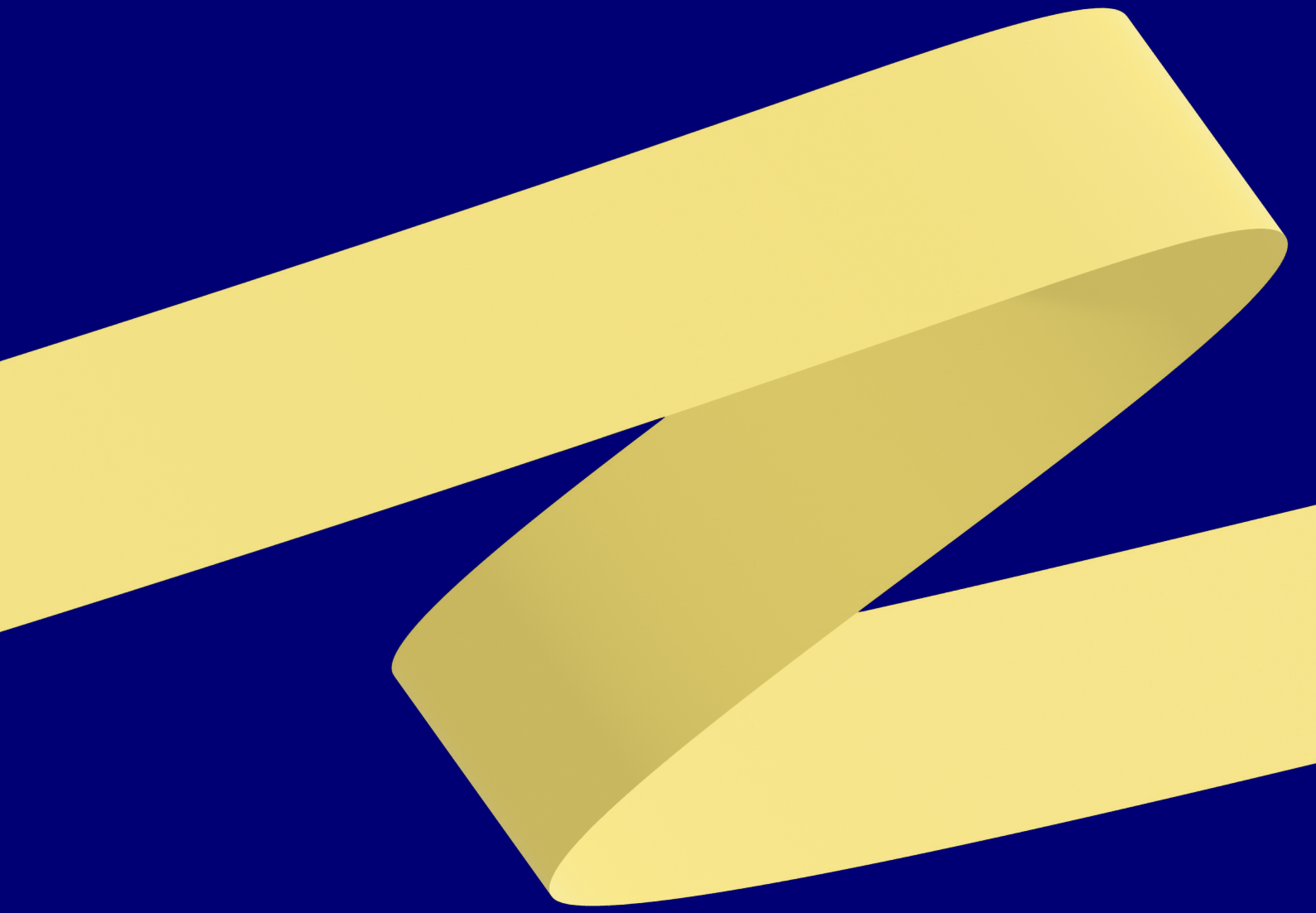
- A structured implementation process, managed by a Mindful Education account manager and overseen by a steering group composed of senior staff from both partners
- A partnership 'kick-off' meeting, ideally held face-to-face, with all the stakeholders from both partners
- A supportive and collaborative approach, with our curriculum support, marketing and employer engagement teams working closely with their counterparts, supporting the initial work to set up the partnership

Next steps

To begin your journey with Mindful Education, please contact our partnerships team to arrange an initial discussion.

partnerships@mindful-education.co.uk





**Mindful
Education**

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