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# Media-rich professional courses and apprenticeships

At Mindful Education, we produce flexible, award-winning, blended learning courses and apprenticeships that continue to set new standards in digital education.

A compelling mix of academic expertise, technology and creativity, our media-rich apprenticeships bring learning to life and achieve outstanding results. Working in partnership with hundreds of employers and training providers, we support thousands of learners each year, helping managers to develop their teams and grow their businesses.

**“The blended option works really well for us. It reduces travel time, saves money and gives more flexibility. We will definitely look to use the blended approach going forward.”**

**Emma Hart**  
Deputy HR Director,  
Ambitions Academies Trust

## Our partners



**15+**  
multi-academy trusts



**15+**  
local authorities



**20+**  
NHS trusts



**40+**  
accounting firms

## Our awards

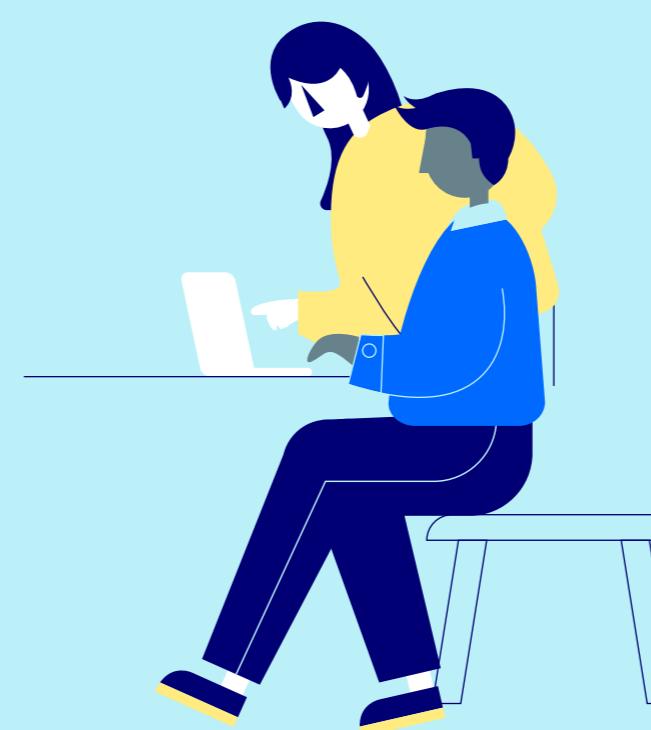


# The need for flexibility

**The growth in hybrid working has led managers to seek flexible training solutions that fit around work requirements.**

Mindful Education's Online and On Campus apprenticeships and part-time courses provide flexibility for employers and learners. On-demand access to high quality online courses means that apprentices can study on their own terms, as their work schedule allows. Learners also benefit from regular classes, either in-person or virtual, with a tutor who guides them through their course.

We work with leading training providers to deliver the On Campus element of our courses, and handpick the best local provider for each employer to ensure their location and approach suits the needs of team members. We provide regular progress reports to employers and we create a bespoke training calendar for every cohort that works for your team and your business.



**62% of apprentices stayed working for the company that trained them after completing their apprenticeship**

Apprenticeships Evaluation 2021

**“We can now offer our employees the flexibility of learning anywhere at any time, and 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

# Online and On Campus

## – flexible solutions for training providers

**Working hand-in-hand with training providers, we ensure that off-the-job training is delivered in the most effective way for employers.**

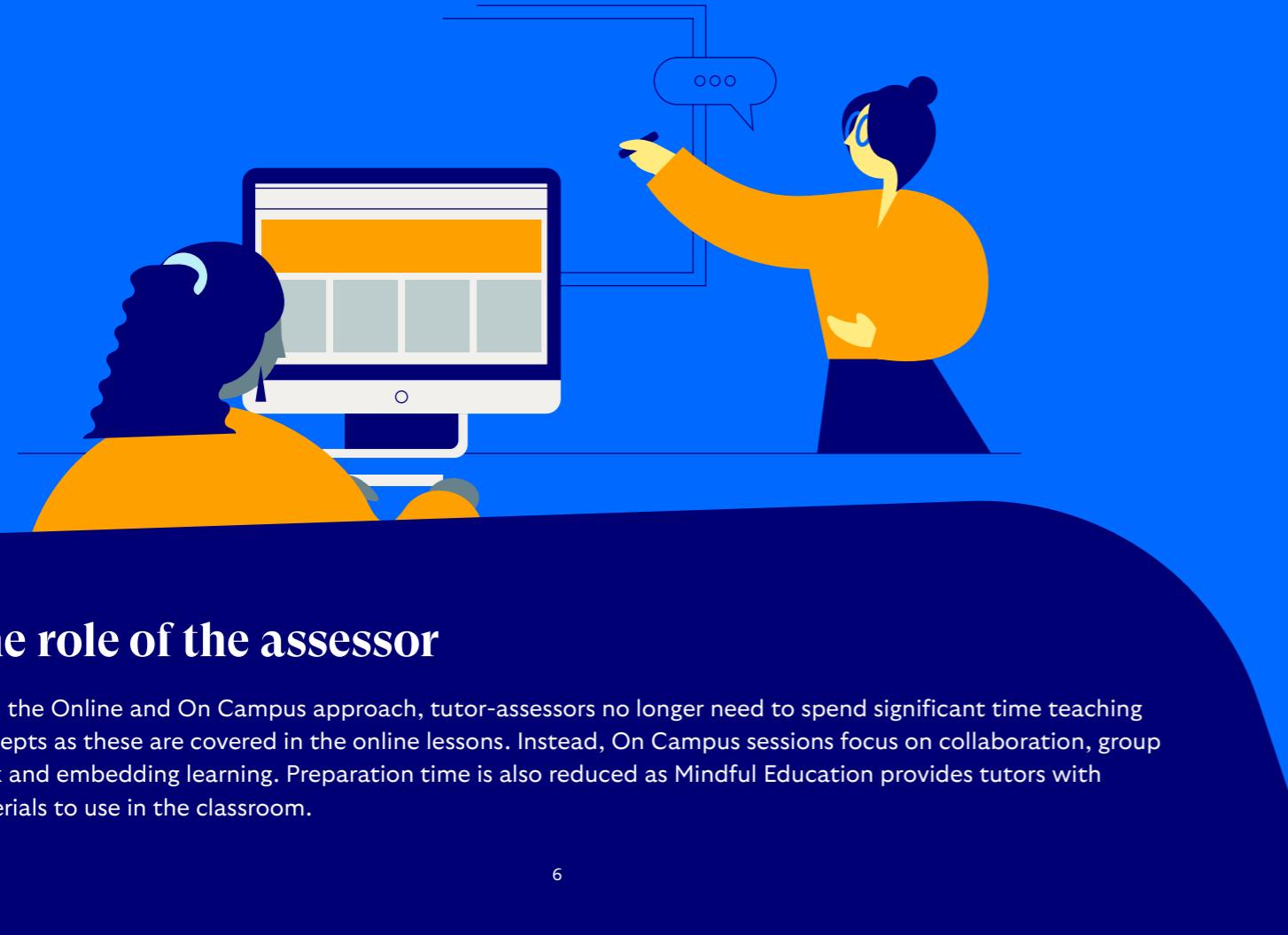
### Online

Our virtual learning environment (VLE) can be accessed from phone, tablet or computer - allowing learners to study at any time, anywhere. Each lesson lasts around 45 minutes, with video lectures supported by high-quality motion graphics, case studies, and engaging animations. Downloadable lesson materials are available to help learners tackle tricky tasks at work.

### On Campus

Online lessons combine perfectly with regular On Campus sessions with a tutor and classmates. Apprentices can check in, collaborate and ask questions, boosting motivation and helping them to stay on track and achieve their qualification.

**On Campus workshops can be delivered face-to-face or virtually**



### The role of the assessor

With the Online and On Campus approach, tutor-assessors no longer need to spend significant time teaching concepts as these are covered in the online lessons. Instead, On Campus sessions focus on collaboration, group work and embedding learning. Preparation time is also reduced as Mindful Education provides tutors with materials to use in the classroom.

### Bespoke calendars

Each cohort of learners works to a unique calendar which is agreed in advance with the training provider. Our courses are structured and paced, with lessons released to all learners in the group according to the agreed timetable.

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

### Use of analytics

Tutor-assessors and employers can track learner progress in extraordinary detail through Mindful Education's analytics. Every log-in, question attempted and five seconds of video watched is tracked, and presented in a set of easy to understand reports.



### Progress checks

The Mindful Education academic team works closely with our training providers to ensure that all learners are progressing as expected. Learners receive an alert if they are not on track with their learning, with significant issues raised quickly to the tutor to ensure early intervention.

Lesson	Page Views	Video Watched	Engagement	Attempts	Forfeits	Progress Checks
The Accounting System	Green					
Essential Practice		Yellow				
Optional Practice						
Bookkeeping			Green	Green		
Purchasing Documents		Green	Green	Green		

### Delivery resources

Tutors receive a range of resources to use during in-person or virtual lessons. Aligned with the topics covered online, these are available for every lesson.

**Team Leader Development**  
Unit Introduction

**How to... Calculate Percentage**

**What is 'percent'?**

The term 'percent' means 'out of one hundred'. So if we have 100 remove 10 out of the 100 capsules, what is left is 90 capsules, 90%.

We can apply percent to any number. Suppose that we have 50 balloons and we want to remove 10% of them. 10% would be 5 balloons, so we will only be 45 balloons.

These were easy numbers, how will we calculate 10% of 757 balloons? We can apply percent to any number and any percentage.

We want 10% of 25	$25 \times 100 \times 0.1 = 2.5$	So 10% of 25 is 2.5
We want 5% of 25	$25 \times 100 \times 0.05 = 1.25$	5% of 25 is 1.25
We want 5% of 52	$52 \times 100 \times 0.05 = 3.64$	5% of 52 is 3.64
We want 25% of 356	$356 \times 100 \times 0.25 = 89$	25% of 356 is 89
We want 57% of 1,748	$1,748 \times 100 \times 0.57 = 993.56$	57% of 1,748 is 993.56

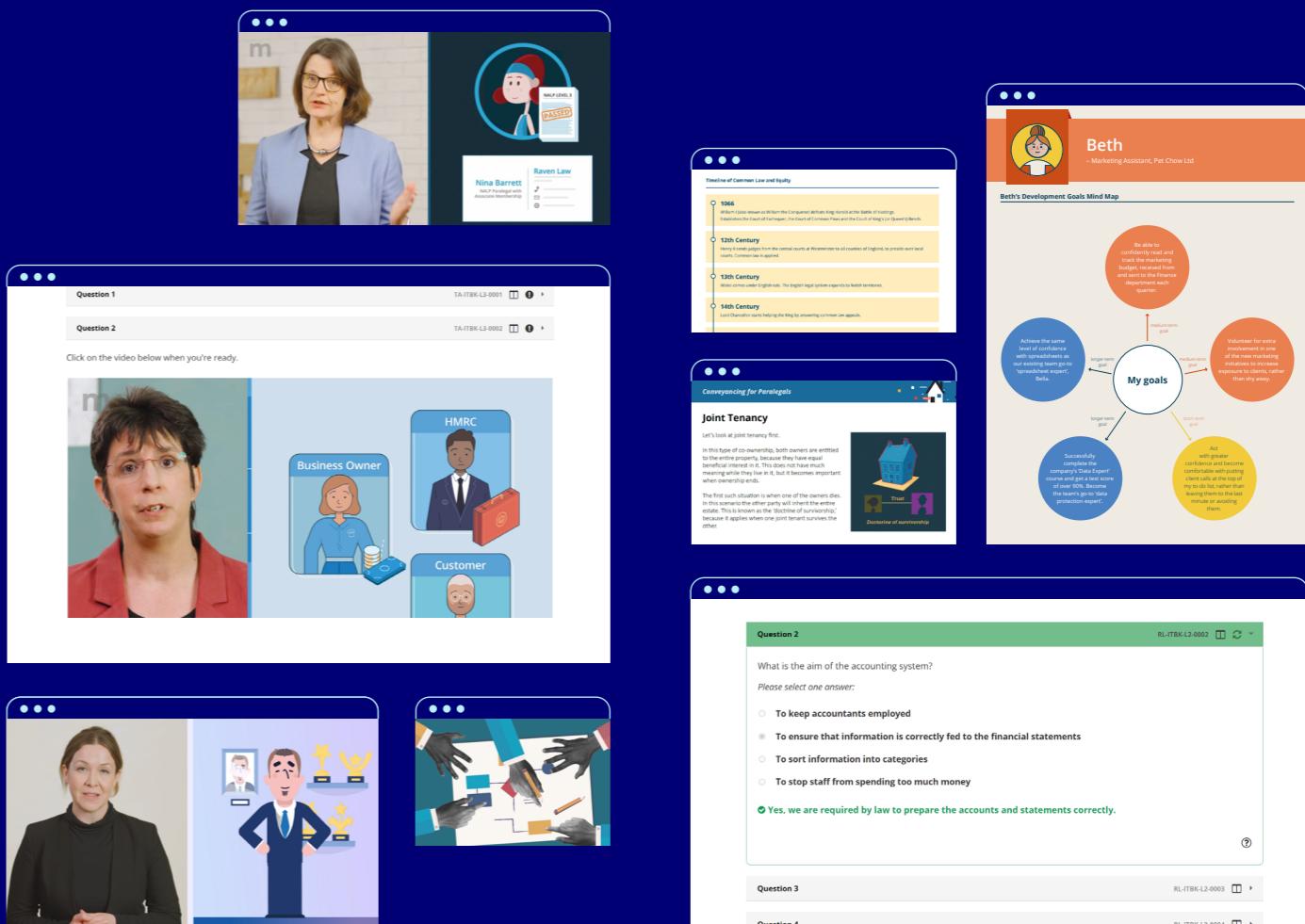
# Online and On Campus – learner experience

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



## Video lessons

Our video lessons are written and presented by academic experts. Learners can re-watch sections as often as they wish, ensuring they fully understand the concepts.



## Motion graphics

Unique motion graphics bring learning to life. Animations and illustrations emphasise key learning points.

Achievement rates for Mindful Education's courses are outstanding; 80% of Mindful Education learners who complete their qualification achieve a merit or distinction grade.

# Our course and apprenticeship portfolio

Subject area / awarding organisation	Level	Part-time professional course	Apprenticeship	Start dates (terms)	Potential infill points
<b>Accounting</b> 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
<b>Management</b> Chartered Management Institute	3	Diploma in First Line Management and Leadership	Team Leader	Autumn, spring and summer	5
	5	Diploma in Management and Leadership	Operations Manager	Autumn, spring and summer	6
<b>Management</b> ILM	3	Diploma in Leadership and Management	Team Leader	Autumn, spring and summer	3
	5	Diploma in Leadership and Management	Operations Manager	Autumn, spring and summer	2
<b>Business</b> City & Guilds	2	N/A	Administration Assistant	Autumn, spring	2
	3	Diploma for the Business Administrator	Business Administrator	Autumn, spring and summer	4
<b>Law</b> National Association of Licensed Paralegals	3	Certificate for Paralegal Technicians	Paralegal	Autumn, spring	3
<b>Human Resources</b> 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

# Working in partnership

**Working with our partners from the first day of the course to the last, our goal is to make teaching and learning easier for training providers and their learners.**

## Partnership services

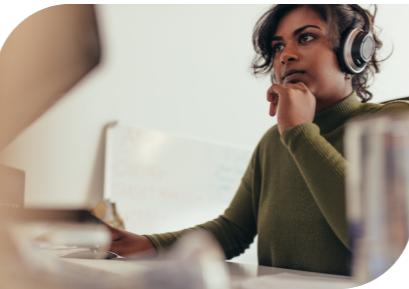
We understand that delivering an outstanding learner experience is a company-wide effort. We provide extensive support to delivery, marketing, onboarding and business development teams, alongside technical assistance delivered direct to learners. Working hand-in-hand with our partners, our aim is to ensure that learners are fully supported from their first enquiry, right through to completing their qualification.

## Training provider team

<b>Senior management team</b> Lead on strategic partnership	↔	<b>Partnership team</b> Agree partnership, provide regular updates
<b>Curriculum directors and managers</b> Implement the partnership	↔	<b>Operations team</b> Regular input and communication, lead learner inductions
<b>Tutors</b> Deliver on campus sessions - in person or virtually	↔	<b>Academic team</b> Produce online lessons, run tutor training
<b>Business development team</b> Promote apprenticeships and professional courses to employers	↔	<b>Employer engagement team</b> Support business development work
<b>Marketing and onboarding teams</b> Promote the courses and manage the onboarding process	↔	<b>Marketing team</b> Support any marketing and promotion activities
<b>Learners and apprentices</b> Learning and developing	↔	<b>Learner experience and digital teams</b> Manage and update bespoke VLE

## Mindful Education team

# Supporting you



### Student experience and technical support

- Live online inductions, led by our operations team
- A unique VLE for each cohort, managed by our digital team
- Direct support for learners through the ticketing system on our VLEs
- Regular learner satisfaction surveys



### Curriculum support

- A dedicated account manager
- Bespoke calendars, agreed for every cohort
- Unlimited tutor training on the VLE and the use of analytics
- Learner engagement tracking and termly progress meetings



### Marketing support

- Paid online advertising to support recruitment for Online and On Campus part-time courses
- Provider-branded videos, fliers and website assets for learner recruitment
- Ongoing support and advice on learner recruitment strategies
- Product awareness training for admissions teams



### Employer engagement support

- Paid online advertising to support recruitment for Online and On Campus apprenticeships
- Provider-branded videos, fliers and website assets for employer outreach
- Unlimited bid writing planning and support
- Product awareness training for business development teams

## Partner hub

**We are delighted to announce the launch of the Mindful Education Partner Hub.**

Powered by our award-winning virtual learning environment (VLE), we have created the Partner Hub as a one-stop-shop for our partners to access and download information about our courses, our partnership, and the services we offer. Containing the latest information, documents and updates for teams across your organisation, it's the perfect way for our partners to keep up to date.



# Start your journey

## A consultative approach

We know that no two training providers are the same, so we will take the time to understand your organisation. We will provide a full partnership proposal with detailed financial modelling based on learner numbers, staffing and preferred approach.

Our fees are contingent on learner success. Our shared income partnership model means that we are aligned with our partners and have a mutual interest in excellent learner outcomes.

**“Employers find that the flexibility and hybrid approach is really beneficial to them.”**

**Jo Povall**  
Customer Relationship Partner,  
Train Together



## Step 1: Initial meeting

A remote or in-person meeting with key decision makers to introduce Mindful Education and discuss how our partnerships work.

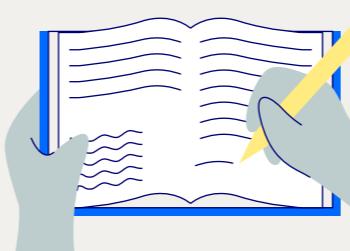
- Introduce Mindful Education and our Online and On Campus learning model
- Discuss our partnership model and support
- Initial discussion on requirements and potential scope of the partnership
- Brief product demonstration



## Step 2: Follow-up meeting

Our second meeting can involve additional stakeholders and offers an opportunity for more detailed discussions on specific areas of interest.

- Detailed product demonstration
- Agree specific areas of interest and potential start date for the partnership



## Step 3: Partnership proposal, financial models, references

We want to ensure that you have the full picture before deciding on our partnership.

- Full written proposal, covering the areas we have discussed in our meetings
- Detailed financial modelling based on your data
- The opportunity to speak to some of our current partners



## Step 4: Partnership sign-off

We understand that entering into a partnership is an important decision so we are very happy to arrange further meetings and discussions as needed.

- We have a simple framework agreement to cover our partnerships
- We are transparent about our fees and apply the same fee structure to all our partners



## Step 5: Implementation

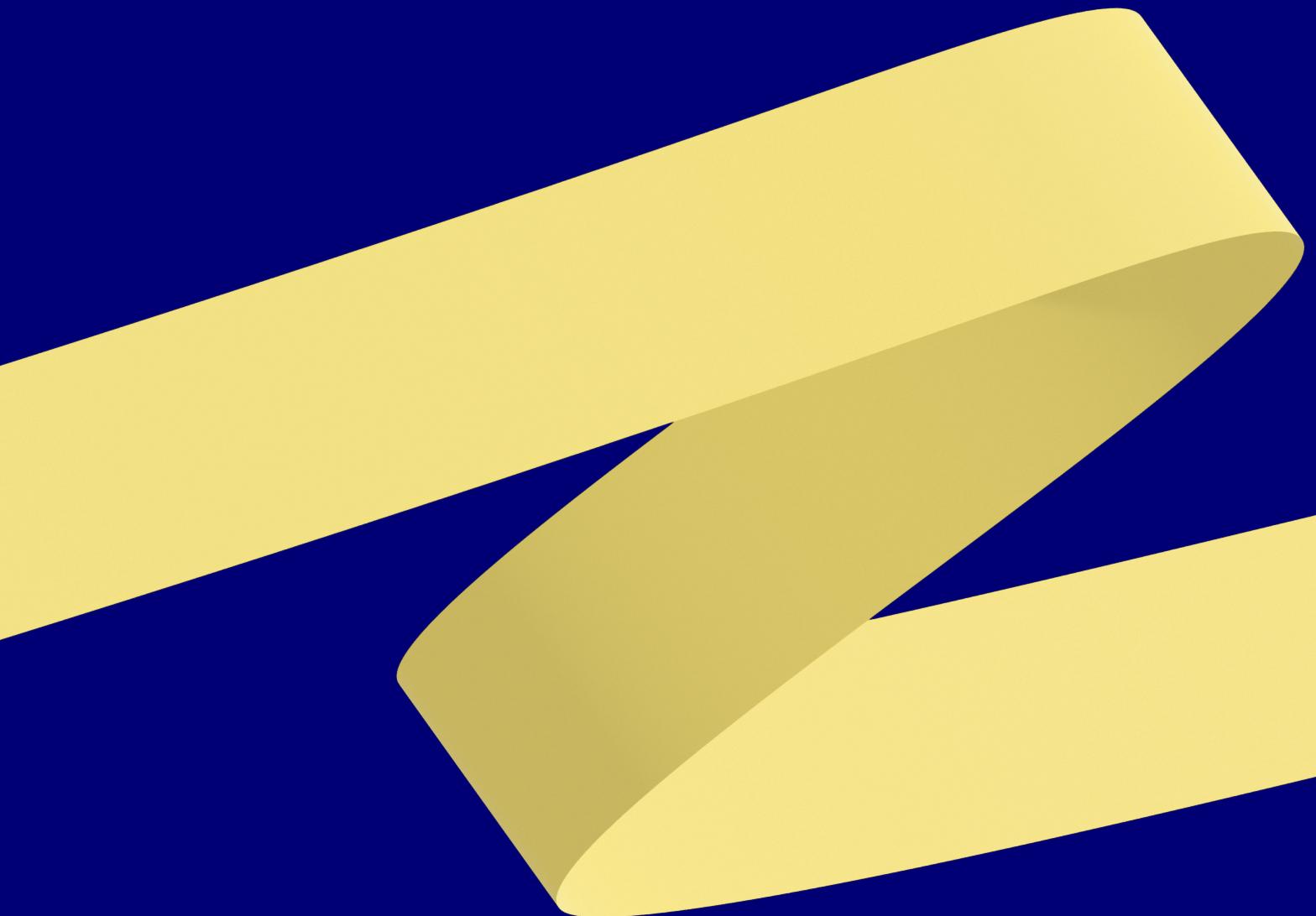
Through our experience of working with 70+ training providers, we have developed a partnership implementation process which ensures that all stakeholders are engaged and that the partnership gets off to the best possible start.

- Structured implementation process, managed by a Mindful Education Account Manager and overseen by a steering group composed of senior staff from both partners
- Comprehensive project ‘kick-off’ meeting to begin the process
- Our operations, marketing and employer engagement teams will work 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](mailto:partnerships@mindful-education.co.uk)



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