

Customized Support for ProfitLearn

ProfitLearn is an accessible, bilingual learning program developed by LearnSphere, providing “best-in-class” business management skills development for New Brunswick SMEs since 2000. **The Customized Support component of the ProfitLearn program provides up to five days of consulting, coaching, and training to eligible small and medium sized enterprises.**

Eligible Applicants

Applicants for customized support must:

- Be a registered business, headquartered in New Brunswick
- Be operating in an eligible sector (any sector except retail/wholesale, real estate, or government services, and those providing services of a personal or social nature)
- Be in operation for minimum 2 years.
- Have established revenue.

Objectives

Applicants must demonstrate that the customized support will help them achieve one or more of the following outcomes:

- Improve strategy development and implementation.
- Develop strong leadership and management capabilities.
- Improve internal processes.

Activities

The Applicant must commit to completing ALL following activities if approved for the funding:

1. Participate fully in the capacity assessment:

Work with a LearnSphere consultant (assessor) who will create a high level, organizational capacity assessment of their business, and identify where to focus the customized support.

2. Develop a Support Plan

In collaboration with the assessor, develop a Support Plan that sets out objectives and activities to address the issues identified in step 1.

3. Complete the Support Plan activities with a consultant selected from LearnSphere’s list of Associates. Activities must be completed within the agreed-upon time frame.

4. Submit a final evaluation of the program to LearnSphere Canada.

Types of activities:

- *Revising company policies*
- *Creating job descriptions*
- *Developing a marketing plan*
- *Strategic planning*
- *Management Training*

Cost

Businesses approved for the program will pay \$900 plus HST. Approved applicants receive up to \$7000 worth of coaching and consulting advice for their business, including:

- Preparing the organizational capacity assessment and support plan (1d)
- Carrying out the work identified in the Support Plan (up to 5d)
- Travel costs for any in-person visit to the businesses (up to 2 visits)

These fees will be paid directly to the consultant by LearnSphere.

Contracting requirements

Applicants can only participate in this program once during the contract period (November 2023 to October 2025). Once an application is approved, a contract is signed between LearnSphere and the Applicant. The following participant commitments will be included in the agreement:

- It is the sole responsibility of the Applicant to ensure that the high-level organizational capacity assessment and subsequent Support Plan is completed within the time frame outlined, and with the involvement of key stakeholders. **Participation of the business's leadership / senior management is essential in the approval and completion of the Consulting Plan.**
- Participants in the program will need to commit additional time and effort into preparation and follow-up to maximize the impact of the five days of work to achieve the goals outlined in the Support Plan.
- Applicants must agree to the possibility of future follow-up and must be willing to participate in the evaluation components of the program. Specifically, this involves providing baseline information at the start of the activity and some follow-up information after the activities have been completed. This is intended to assist us to better measure outcomes during participation and after the program is completed. These results will be shared on a cumulative basis in reports provided to the program's funders, the Atlantic Canada Opportunities Agency, and Opportunities New Brunswick. Applicants may be required to consent to participation in public announcements and other marketing activities about the program.

Application Process

Application Forms are available online [here](#). Applications must be for incremental activity. In other words, each application must be for a discrete piece of work, not a continuation of previous work. The grant cannot be used to cover costs incurred for activities undertaken prior to approval of the application.

Timeline

We are now accepting applications for this component. Applications will be approved and accepted on a rolling basis until all funding has been committed. Assessments for approved organizations will be completed within one month of acceptance into the program, and the activities must be undertaken and completed by the participating business within three months of the individualized Consulting Plan being finalized.

For further information please contact:

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