

Logical Minds Ltd.

Logical Minds is a Leeds-based company specialising in the development of bespoke software applications which enhance business performance. By integrating creative thinking with intelligent design and technical expertise, Logical Minds produce tailor-made software solutions including an Advanced Booking System for York Racecourse and a Dispensing Incident Report System for Co-op Pharmacies.

Logical Minds was looking for training on two levels: introductory courses for new or less experienced employees in Macromedia Dreamweaver, Adobe Photoshop CS and Adobe Acrobat Pro to bring them up to a general level of competence; and training for more experienced members of the team that would enable the sharing of expertise and knowledge.

"The idea was to only allow training that would directly improve the business," says David Weaver, MD of Logical Minds. "We're very focused on training and development here, we recognise how important it is, but we don't like training for training's sake, it has to benefit the business. It's critical to our business that our people are highly skilled and motivated they are therefore rewarded for their commitment and helped to continually develop."

Having heard of the nti Workforce Development project via West Yorkshire Business Link, Logical Minds linked up with Simon Atherley of Acunity for a Microsoft SQL Server course that was built entirely around their needs.

"It was quite an in-depth process," says David. "To design the course around our requirements, there were interviews and questionnaires with the staff involved, and also with me as MD so that we could ensure that the training met our business needs." Key to the success of the SQL Course were the knowledge and skills of the top quality trainer who was sourced specifically to deliver this unique course. The team enjoyed the training very much. "The trainer was passionate about his subject and that rubbed off on our staff," says David. "The team know their jobs, but have learned many shortcuts that have added value to their work and helped to build their confidence in what they're doing."

The trainer's contribution far exceeded the company's expectations. As well as making himself available to discuss any issues or answer queries for an extra hour after the end of the class, he also provided invaluable signpost information. "He gave us the key," says David. "He pointed us to sources of additional information and support so that we could go into the subject in even greater depth. The handouts that he provided were very informative as well and I've seen people reference them once they came back to work. I'm convinced that we benefited from his real-world experience and expertise. As someone working in the field as well as training, he added so much value to the training."

For Logical Minds, the investment in training has definitely paid off. "One of our senior developers now turns out the work of many people and the quality is exceptional," says David. "When the team came off the SQL training, they were really buzzing, talking about what they'd learned and keen to put it into practice. We couldn't have asked for more, really."

As well as the practical benefits of the training, Logical Minds have seen staff grow in confidence and have increased motivation and loyalty to the company. "The course reaffirmed people's beliefs, knowledge and confidence in their abilities and this has had a positive effect on our products," says Andy Travis, Sales Director. "Through the offerings of nti, Logical Minds has been able to send members of staff with different specialisms on bespoke courses tailored to fit our business needs. These types of courses have allowed our team to have a greater understanding of each others' roles and as a result work better together enhancing our overall business."

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