



**APPLIED  
BUSINESS  
ACADEMY**  
Courses that lead to Careers



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# **STRATEGIC PLAN TO 2025**

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## Our motto

Education **empowers** people to achieve greatness. But education can only be made possible through **engagement**. These two processes require effort from students and excellence from teaching staff. Therefore, this Strategic Plan is focused on putting everything in place to ensure both happen.

**Engage. Educate. Empower.**

## Our purpose

To develop and deliver courses that lead to careers.

## Our vision

A vibrant hub of learning and entrepreneurial endeavour, delivering future skills that set our students apart from their peers.





## Our values

Throughout everything we do, we shall hold the following three values as our guide:



### **Equality and Integrity**

To us, this is as simple as moving from the outdated concepts of 'accepting equality' and 'tolerating diversity' to 'championing equality' and 'celebrating diversity'.



### **Continuous Improvement and Monitoring**

We subscribe to the notion that everything is a process and awareness of 'where' we are in that process and 'why' it is so, ultimately determines the 'how' of moving to the next stage.



### **Positivity, Fun and Happiness**

Life is no dress rehearsal and today is every day we'll never get back. So, we must enjoy everything we do and help others to have those same feelings.

**T**his strategic plan charts our Academy's priorities for the next four years of our journey. It aims to ensure that we are clearly delivering on our **motto** and **vision**, without deviating from our **values**, to ensure we reach our **purpose**.

By 2025 we will be well placed to measure how far we have come on this journey.

As an educational institution, we recognise that our performance and our students' success go hand in hand. Quite simply, we must create the very best environment for them to achieve.

We have given considerable thought to what kind of institution ABA should be, and we've solicited the views of our many stakeholders in doing so. We've distilled this down to four descriptions. We call it our DNA...

- 1.** An Academy to which our students, staff and alumni are proud to belong, and where our values unify us in what we do and how we do it.
- 2.** A place where people can achieve their ambitions, in the best possible environment and surrounded by a community of people working towards a common goal.
- 3.** A safe space where our people can be themselves and grow in confidence and self-awareness.
- 4.** Committed to equality and diversity, and to equal opportunities for all.

DNA is intrinsic to all of us. We don't work on our DNA – it simply exists within us. Our plan to 2025 is to embed practices at ABA that means those four statements above “simply exist” too – becoming the culture and fabric of our institution.

How do we make this happen? Well, this is where we must focus on what we can do, to enable our students to thrive. It's also where the ABA motto comes in:

**Engage. Educate. Empower.**

**Retain. Attain. Progress.**

So, what must we do at ABA to ensure our students are retained, then attain, and progress? We've further identified four themes. They are what we do on a day-to-day basis, and they're fundamental to our Strategic Plan. These four themes are:

- 1. Innovate**  
Generate bold ideas.
- 2. Create positive change**  
Focus on what's needed in society.
- 3. Work with others**  
Work collaboratively and in partnership.
- 4. Resilience**  
Help communities and individuals to overcome obstacles.

**W**e now define the 12 deliverables we will focus on to achieve against these four themes. And we describe the interventions we are putting in place to achieve those deliverables. If we deliver, then our students will succeed. And in doing so, we will have embedded our DNA.

## Innovate

### **1. Create courses that lead to careers.**

Quite simply, if there is limited direct demand for graduates with a particular qualification, then we won't offer it.

- We continually seek new courses that are linked to jobs. We aim to work with our partners to find and develop these opportunities.

### **2. Create a high-quality learning space that is comfortable, safe and caters for all needs.**

As human beings, we function at our best when we feel at our most comfortable.

- From February 2022, we will occupy a new high-tech campus in Canary Wharf. Student experience has been at the heart of our campus design.
- We aim to secure further campuses around London and the UK. Our second campus will be based around Manchester and is scheduled to open from September 2023.

### **3. Ensure our technology and equipment are fit for purpose in a dynamic world.**

Technology is now central to almost all disciplines. As educators we must ensure our students and staff are not disadvantaged through technology deficit.

- We are currently developing an industry leading Virtual Learning Environment. This is now in beta testing stage and will be fully functional by September 2022.

# Create Positive Change

## 4. Recruit passionate and knowledgeable teaching staff that can inspire.

Many of our students did not have positive outcomes from traditional teaching methods. They're unlikely to again. So, our means of teaching must fit their thinking.

- We have recruited over ten new lecturers over the last 12 months. We work with our accrediting partners to ensure they meet their standards, and they undertake all necessary training to deliver a high-quality student experience.

## 5. Look outwards at the worlds our students aspire to join.

As educators we need to be mindful of the changes taking place in the external world and bring those worlds into our learning spaces where possible.

- Once our new campus is ready and physical space teaching re-commences, we will seek to create business partner events and secure industry lectures.
- The direct impact of our training/ education should result in a sustained and meaningful employment or leading to progression within the same employment i.e., promotion or pay rise.
- We deliver placements for many of our courses, such as the DET and apprenticeships.

## 6. Work in partnership with our students.

We will inspire them to build their own unique student experiences.

- We appoint student representatives for all our courses and have created our student support environment: S-Hub.

## 7. Build on our record of inclusion.

We will break down barriers to further and higher education and boundaries to learning by empowering those who feel intimidated by education or were failed by the education system first time around.

- Around 75% of our students are from BAME communities.

## Work With Others

### 8. Ensure our operational staff feel valued and supported.

Everyone who contributes towards a student outcome must feel valued, and everyone needs to celebrate their own successes.

- We regularly hold staff celebrations and parties.
- We celebrate all religious festivals, including Diwali, Maulid Al-Nabi, Ramadan, Hanukkah, Pesah and Christmas.

### 9. Prioritise every student and monitor each one's progress with care and attention.

No student can get left behind and it is our obligation to give each one the same opportunity.

- We monitor attendance and engagement for every class our students are present.

### 10. Instil in each student a total respect for one another.

How we are treated and made to feel is critical to our own self-esteem.

- We engage personal tutors to support all our students on an individual basis. Their pastoral care is treated as an essential component of their experience with us.

## Resilience

### 11. Equip our students with a positive can-do mindset.

- We will achieve this through our personal tutors who will work individually with each student to ensure they are in the best place.
- Our tutors will be pro-active rather than waiting for students to contact them.

### 12. Provide our students with mindfulness classes each week.

- Once our new campus is ready and physical space teaching re-commences, mindfulness classes will form part of our offering.

# Measures of success

Underpinning all our actions will be measures of success. These will help us to measure our progress against this vision. Our aim, wherever possible, is to keep things simple. So, whilst we may have many internal targets around attendance, finances, student support, partnerships etc., our success will ultimately be measured by positively changing lives.

Therefore, we have identified the following four measures of strategic success. We aim to achieve these by 2025, unless otherwise stated, and will monitor them annually through specific measures.

## **Our People**

We will retain over 90% of our staff each year and 95% of staff will say the Academy is a good place to work.

## **Student Retention**

Over 90% of our students will complete their course of study.

## **Student Attainment**

Our students will achieve grades that are commensurate with or exceed national course benchmarks.

## **Student Progression**

Our students' levels of progression will reflect positively against regional expectations.