


## How does your qualification business grow?

	<p><i>Ofqual have asked AO's to review the scope of their recognition.</i></p> <p><i>Will it tighten down potential opportunities for AO business expansion; and/or discourage one-off arrangements with employers and others for bespoke qualification development?.. Here's some thoughts on it.</i></p>
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### Is niche a good thing?

Revenue is important to us all. Sustainability is also a major requirement. AO strategy must embrace these issues. There is no point in being a niche player in a sector if the business is not generating sufficient income to continue, or preferably grow. That's not to say AOs should consider offering qualification outside of their normal portfolio, more that the market needs to be grown (if that's realistic); or some other income channels developed; or other strategies employed to raise income. Chances are AOs are already doing some of this.

### AO strategy

So, this request from Ofqual brings a challenge to AO strategy – does the AO need to have a wider recognition than the areas it currently operates in? Also does AO strategy allow unregulated qualification arrangements (now or in the future) and how does it deal with those? Particularly when Ofqual mention a 'risk of future enforcement action' if an AO does not address unregulated provision, such as the 'bespoke, endorsed' or similar arrangements.



**What's the AO's risk appetite like?**

If the AO has considered and developed its risk appetite statement there should already be some sense as to what the AO would or would not engage in, or do in pursuing its strategy.

With this exercise from Ofqual a review of risk appetite, or tackling this issue is recommended.

**If you found this useful – you may also like****Special one day support package**

Heather Venis of Awarding First is providing a special one package of freelance support to help AO's establish their risk appetite and independent review of the AO's scope of recognition.

If you would like to chat informally or find out more call or email me on 0789 479 6262, or [Heather@awardingfirst.co.uk](mailto:Heather@awardingfirst.co.uk)