



Spring programme update - End of Programme Impact Assessment

Ambition to Employ has greatly improved the quality of entrepreneurship education for thousands of self-employed people who described it as "*genuinely one of the best courses I have completed. It is so insightful*".

Across Europe, small businesses play an important role – creating economic growth, enabling social development and positively contributing to quality of life for EU citizens. While there has been a recent rise in self-employment, many of these new businesses are not achieving their potential. A significant growth barrier has been identified - transitioning from a sole-trader to hiring an employee.

[Ambition to Employ](#) aimed to equip sole-traders with the knowledge, ability and confidence they need to cross this threshold.

In this final programme update, we share:

- statistics on the reach and impact of the programme on its target audiences
- feedback from those who have used the programme's resources
- success ratings on each of the resources

Impact Statistics

Programme reach

- **115,000 visits** to the Ambition to Employ [website](#)
- **2,100 downloads** of the programme's resources

Participant impact

- **90%** of respondents said they were **more confident or much more confident** in their own ability to **hire someone** in the next 6 months
- **72%** of participants **intend to hire someone** in the near future

VET Trainer response

- **95%** reported that their **overall knowledge** of the key subjects required by solo entrepreneurs taking on their first employee had **considerably improved**.
- **100%** said the resources...
 - are easy to use
 - contain relevant, clear content
 - will use them within their teaching and recommend to teaching colleagues.

"Genuinely one of the best courses I have completed. it is so insightful."

Programme Participant



**Downloaded
365+
times!**

Free online course
- enabling busy sole-traders access to the same training and support offered



**99%
rated easy
to use and
useful**

Training model
- to enable Business Advisors and Trainers to impart the knowledge, skills

by Business Advisors, at their convenience.

IMPACT

72% of those completing the course said they intend to hire in the near future.

and self-belief sole-traders need to hire their first employee.

IMPACT

98% said the course had made a significant contribution to their skills and knowledge of hiring an employee.

[View the online course](#)

[View the curriculum & OERs](#)



Self-assessment tool

- to evaluate the sole-trader's readiness to employ, and generate a personalised learning pathway.

IMPACT

96% of the tool's users found the recommended path accurate about their needs.

"Fantastic resource especially during these times, I needed the guidance."

Programme Participant

"This is a very strong and positive result, validating the power and impact of the OER materials on target groups."

VET Trainer

"I didn't realise I needed it until I took it."

Programme Participant

[View the self-assessment tool](#)

Thank you

Although the Ambition to Employ programme is now complete, all the resources will remain available to access [on the website](#). Please continue to share them with Business Advisors, solo entrepreneurs and solo traders you know who would benefit from support when hiring their first employee.

"I have been training businesses for over 10 years and helping them to grow and develop but have never offered supports like this to help them to take on employees and grow their teams."

VET Trainer



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