



Enlightened Training is a national training provider and Microsoft Gold Certified Partner in Learning Solutions and Networking Infrastructure, specialising in end user applications, business skills and CRM training. It has over 160 highly qualified trainers on its books, providing accredited training to clients ranging from small to medium sized enterprises to corporations, national associations and membership organisations.

Set up in 2005 by Managing Director Sheena Whyatt and Business & Development Director Alexander Vince, Enlightened Training has made full use of the Regus network and its ethos of 'any time, any place, any where' to develop the company.

From the start, Enlightened Training ruled out conventional office leases as too expensive, cumbersome and inflexible a workplace option and began with an office at Regus in Basingstoke. It is rapidly growing the business by leveraging the benefits of other Regus products. It has just taken a virtual office in Leeds to develop the local market and recently began using meeting rooms at 10 other Regus centres nationwide – intending to add to the list as needed.

"Many of our clients do not have their own training facilities on site, so we embrace the Regus 'any time, any place, anywhere' mentality, providing a client in Aberdeen, for example, with training at a local Regus centre," explained Alexander. "We are competitive because we do not have the overheads of a traditional training company – using Regus meeting rooms only when we need them. As a Regus office client we get a discount and charge delegate rates to clients at net cost."

Sheena and Alexander chose Regus because of its 'ready to go' offering, ability to network, high standards and identifiable brand but as Enlightened Training is a detail-orientated business they also needed a partner that could accommodate what they do properly.

"When we're delivering our training sessions, timing is everything, unlike a meeting where timings can be fluid: if we want tea and coffee at 11am it has to be there," said Alexander.

Regus' other attraction was its own IT infrastructure, which allows Enlightened Training's trainers and its clients to show up with laptops and 'plug in and go'.

"Regus has the flexibility to help our business grow and gives us offices and meeting room locations we can market," Alexander added. "Being allied to the Regus network, we can offer training throughout the UK without a problem."