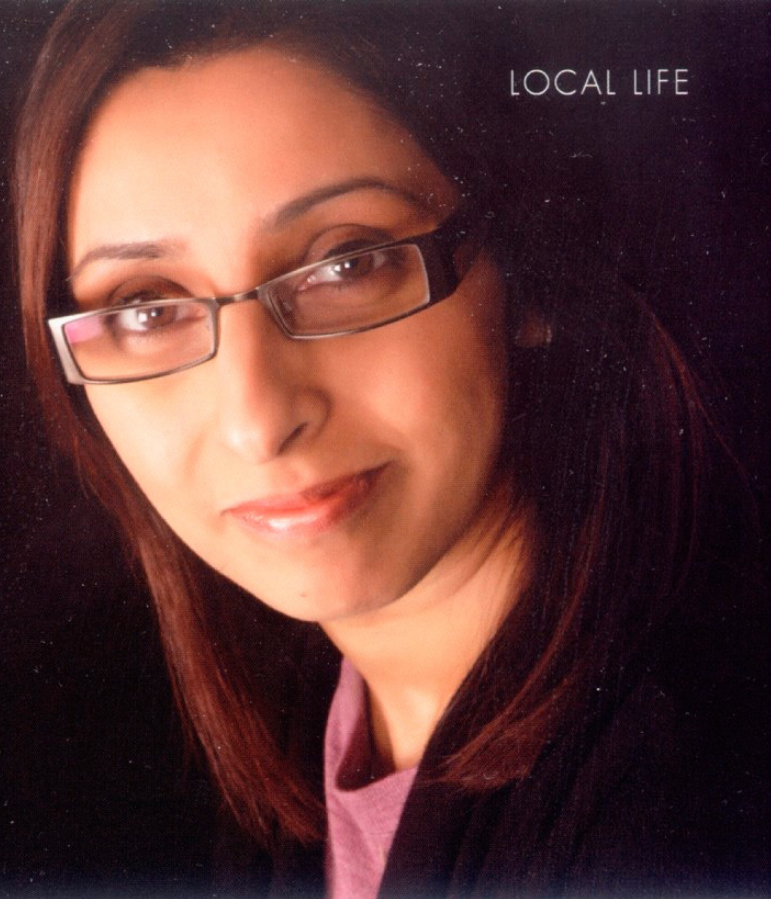


AN INTERVIEW WITH SUE CHADA FOUNDER OF ST360°

BY MICHELLE HARRIS



Imagine sitting by your computer, wishing you could speed up repetitive tasks by the strategic use of automation and speed keys? Also, that whilst you're plodding through the mountain of paperwork at 5 mph, somebody, somewhere, can probably do the same job a thousand times quicker and more efficiently...

Unfortunately it is a sad fact most of us don't know how to use our software properly. With most of our computers set up for Microsoft Office and all the other software geared to our trade or profession, we battle on, uneducated trying to learn it as we go along. Why do we do this? If only somebody could just show us how! Tell us what we need to know – but do these people exist – can they help us? More importantly, where are they? We know they walk among us ...

Having sourced some local experts who do know the answers, I set up an interview with Sue Chada, founder of ST360°. I had prepared for the interview by researching Sue's background which includes a degree in economics, a post graduate diploma in computer science from the University of Essex and a career at Goldman Sachs. So, on a rather wet and bleak Monday morning, we are scheduled for an interview at the County Hotel in Woodford Green.

As I arrive to the lobby, Sue is already comfortably seated, poised and elegant. A clear cut and confident professional who immediately puts you at ease by her naturally warm disposition. Grabbing a hot coffee in anticipation of a caffeine boost, we start the interview. I ask

her why she left the city to set up her software training company ST360°. "I wanted a career change. I worked in Risk Management for many years and part of my role was to ensure that everybody could use the systems properly. Also there are so many people who don't know the basics!" I refrain from smiling as I really do not want to confess to being a key member of the computer-illiterate masses. "Training has always been a very important part of my work; being able to help people learn how to make the most of their software, automate the boring repetitive tasks and get more out of their working day. It's great to see what one training session can lead to." It is very apparent that Sue is passionate about her work and the benefits her clients enjoy.

We order another coffee and I look through some of the manuals. "Clients frequently tell me how they have applied their new skills, and how time-efficient their working day has become. This of course leads to improved profits." Sue designs and delivers training courses in Microsoft Office, customised software and also writes bespoke training manuals for individuals or groups of people. I ask her how many people really understand how to use their software. "Most people aren't using their systems properly" she replies. "It's about knowing how to use what you have, and then applying what is relevant to your business. A smaller company may look to produce their own invoices or letters, maybe using an after sales tracking system. Being trained helps you to maximise your profits and benefits. A bigger organisation

could be open to the possibilities of managing their processes with more efficient accounting and data analysis tools." I ask Sue how this is relevant to her clients. "My clients range from sole-traders to owners of SMEs. It's important that I understand their needs, and then offer appropriate solutions."

Aside the training, Sue also offers two hour workshops which include 'tips and tricks'. These workshops are great for those with some experience but looking for hints at a better working practise. Her tone and body language becomes more animated as she talks about training; she clearly enjoys her work as a software trainer. I didn't realise how much I didn't know and mentally note that probably, most of us could benefit from her training.

Literally when looking for a helping hand – the first big step is actually towards the end of your arm and onto your keyboard ...



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