

ENTREPRENEURSHIP DEVELOPMENT PROGRAMME



CASE STUDY

JOHN PEEBLES

Administrate

Chief Executive Officer, MIT EDP 2014 Alumnus

THE COMPANY

Administrate provide software which helps training companies and training departments manage their entire business. Their integrated online system includes three products that focus on making training administration easier, help deliver outstanding E-Learning, and assist in keeping websites up to date.

WHY EDP

For John the initial catalyst in helping him decide on the EDP programme were, as is often the case, a recommendation from another entrepreneur who had already participated, even though he had reservations since he doesn't typically enjoy academic environments.

"I had pretty high expectations on the one hand and pretty low expectations on the other. I did not like school, I didn't like sitting in a classroom and learning so from that standpoint I was a bit sceptical that this would be the right environment for me – so there were low expectations on that side. I had high expectations though for the fact that it was MIT, I had heard one of the speakers, Bill Aulet, talk at the

Turing Festival in Edinburgh and **I really wanted to delve into some of the issues that I'd encountered** at this business and in previous companies and learn more about some things, get more detail, go deeper and **learn from some of the best people in the field.**"

"This was inspiring for me – and I'm not an individual that is easily impressed. So that's a tall bar that EDP vaulted with room to spare"



THE PROGRAMME

John reports that his expectations were met and drastically exceeded by EDP and commented that the **classroom instruction was truly world class**. "It was top notch because they were putting a semesters worth of information in front of you for a couple of hours and then after class you could go and ask more questions, you could interact during the class, it was a **really dynamic, really great experience** and the people really know their stuff."

It appealed to John because EDP is far from being a traditional learning experience. The group sessions for example struck him as being absolutely not what you expect from traditional academic learning. "If you have ever been bored in class, that's just not going to happen here".

It was a frantic experience for John but one where he would not change a thing. In a nutshell he feels he **learned so much more than should have been possible in a week**.

THE BENEFITS

"Whatever is going to be a challenge for you is something you can home in on and work on. That is the secret to the success of EDP".

For John the big benefit was the fact that the programme compresses three years of learning into one week and then **the learning continues when you return home**. "It's an experience that as you read back through notes – and I've got 15/20 pages of notes I took over the week – as you read back over the experience, **you learn things anew**. As you check out the books that were mentioned in the lectures and you start reading them, you're going to learn more. As you find yourself meandering into topics where things that you learned are suddenly applicable, that is something that continues. I just think **it's one of those experiences that continues to age well**."

SHOULD I DO IT?

John highly recommends the EDP programme for those looking for inspiration and to push themselves to the next level. "A programme like EDP is the start for saying to yourself "what's next?". What's next in my business, what's next in my personal development, what's next in my life and my career, and so on. And I think that's the hallmark of a worthwhile educational endeavour."

"Go for it..You really won't get many opportunities like this in your lifetime."

FOR FURTHER INFORMATION CONTACT:

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