



# GA Partnership

*Moving tests online*



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## I'm Graham Hudson.

I've inhabited the strange world of assessment for nearly 40 years. I've delivered education and assessment reforms and implemented high-stakes, national assessment systems in that time. I've also encountered many frustrations, upsets, near misses and bureaucracy that would make many strong people weep. That's what I bring when I work with my clients. Experience at the sharp end. How to avoid those nasty mistakes. Confidence that difficult things can be achieved.

**CLARITY**

**INSIGHT**

**CONFIDENCE**



## **WHERE I ADD VALUE**





## PROCUREMENT

Having worked 'both sides of the fence' on procurements of £100ks and £100ms, I understand the dynamics.

For clients, who are tendering, I believe that simplicity and clarity are paramount. I help clients focus on the purchaser's real needs. Don't confuse them with bells and whistles that they don't want – or may like later, but just not now. Walk in their shoes.

For clients who are procuring, I can help you to enable honest conversations between both parties to establish early on whether or not there will be a good fit and whether potential solutions are suitable. Working on the basis of 'equals' delivers a better outcome – after all, the client knows what they want to do and the supplier knows how to do it. Each is dependent on the other. It works.



## BUSINESS AND SALES DEVELOPMENT

I've talked with many sales people in this industry and others. All have common frustrations.

- How do we know when to engage with a tender?
- What do we do if we feel we are only there to make up the numbers?
- How can we get ahead to make our own sales pipeline rather than reacting to others' immediate demands?
- Can we get better reliability into our sales forecasts?

Every good salesperson has these questions and wants to solve them. For those willing to change and do things differently – and perhaps become a bit uncomfortable in doing so – I can help.



## STRATEGIC SUPPORT

So much can go badly wrong without strategic clarity. Companies can lose direction. Confidence in leadership can be lost. The market cannot understand what you do. Money can be wasted and, worst of all, run out.

Those who have worked with me on strategy will say that I provide clarity on why they are there and what they are doing. I bring insight into the market and the impact of their products and services as well as confidence in making it happen.

This can include market research which, as an impartial 'third party', means I can often establish findings that cannot be achieved from a company researching directly.



## THOUGHT LEADERSHIP

Organisations that want to keep ahead of their competition know that Thought Leadership is essential. Some may be forgiven for thinking that it is all 'jargon' or 'pointless discussion'. It is instead how organisations keep their competitive edge.

I've set up these groups – using my extensive network of contacts in this sector – to find the right people for each market. They have proven an invaluable tool as each organisation seeks growth in its chosen market.

### A little motto to think on:

"The sales department is not the whole company, but the whole company should be the sales department."

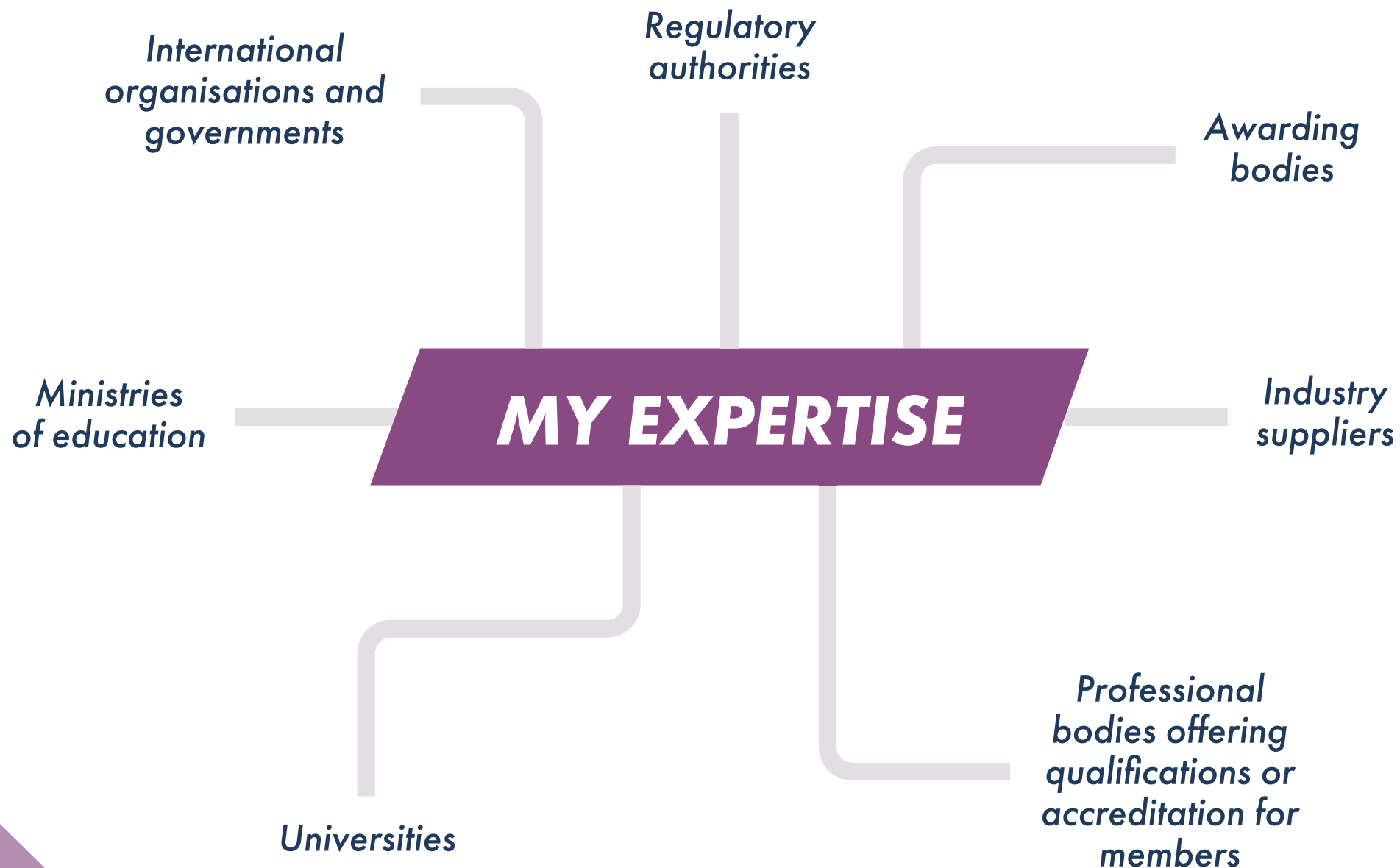
I am a distinguished UK-based assessment consultant who has worked extensively for national examination boards and government agencies on managing and modernising examination systems.

My career covers many milestones in educational and assessment reforms in the UK, including the introduction of GCSE examinations, national curriculum reforms and re-structuring A-levels.

I have delivered significant national marking programmes, undertaken nationally-funded research into the use of technology in assessment and introduced one of the first systems in the UK to scan examination scripts and mark from image.

Latterly I have specialised in supporting business development for organisations and enabling the transition from paper-based assessment to digital delivery for many national and professional organisations. I have travelled extensively to promote and implement e-assessment solutions.

In April 2021 I was appointed as a Board Member of Qualifications Wales, the regulator for all qualifications to university level in the nation.



## TESTIMONIALS

"We commissioned Graham to help us find potential eAssessment partners for the range of work NFER undertakes. He suggested a different approach to a standard tendering process to allow us to really understand each company and for them to understand us. Due to his in-depth knowledge of the eAssessment landscape, and working with us to identify what we needed, he was able to draw up a longlist of potential partners for us to evaluate – a process that he guided us through – to get to a shortlist..... With the large range of companies out there it would have been difficult to have had the same positive outcome from a standard tendering process and Graham's knowledge and facilitation was key to that success." - **NFER UK**

"As the largest professional body for project management in Europe, bringing in expert support to help with procurement meant that Graham helped us identify and avoid the risks working with a third party supplier on such a high stakes project. Taking this approach also meant that our chosen supplier understood our technical requirements and culture from the outset and could deliver the right solution to meet our needs without many of the issues typically associated with complex projects such as these." - **APM, UK**

"Graham knows assessment inside out, has great experience to draw on and knows many of the key players. ...We found his perspective, advice and introductions very useful in evolving our e-assessment offering. I found Graham responsive, easy to work with and his service 'did what it said on the tin'." - **Peter Harden, Co-Founder at Harden's Guides**



### **Let's talk**

If you have a project in mind I'd love to chat.  
And I'm always keen to expand my network, find out what's  
new in the industry, speak at events and connect with  
potential members for my leadership panels.

Connect with me on LinkedIn, book a meeting with me  
<https://10to8.com/book/liuqhiedftxcpspchuawc-free/>  
or contact me directly at

**T:** +44 (0) 1252 279770 | **M:** +44 (0) 7889 546694  
**E:** [graham@gapartnership.co.uk](mailto:graham@gapartnership.co.uk)