GLOBALSCOT

The purpose of this paper is to provide Members of the Branch Executive Committee with additional information about GlobalScot as requested at the last meeting which took place on 25 November 2013. The information below has been provided by the GlobalScot Team at Scottish Development International (SDI).

Recruitment

GlobalScots are recruited largely through word of mouth – typically either by existing members or by colleagues based overseas. Once the GlobalScot Team receive nominations, a strict system is followed of ensuring that colleagues across the organisation are in agreement about the value of the potential contribution by the nominee and the First Minister’s office has sight of this. The nominee then fills out a form outlining all their experience and areas of interest. Once nominations are approved, members receive a welcome letter from the First Minister.

Expansion

GlobalScot recruit and expand the network based on sector demand from Scottish companies. For example, if there are a large number of oil and gas requests coming through for a certain market and it is felt the organisation is under-represented in that area, GlobalScot will proactively recruit within that area. GlobalScot largely recruit industry practitioners who are also key decision makers.

Networking

In terms of in-country networking, this varies depending on the size of the group and the relationship with the local SDI office. However, GlobalScot networking events are held around most of the major exhibitions, missions and learning journeys that take place globally and members’ meetings are also held in areas where there is a strong, active, critical mass like Houston or the Middle East.

Reporting

With regard to reporting: GlobalScot continually building a robust evidence base of outputs and outcomes which allow the organisation to report on the impact that GlobalScot has on Scottish companies. All companies who have had interaction with GlobalScot are tracked and monitored by the GlobalScot Team. The feedback collated supports the view that the impacts of using the GlobalScot network from companies are longer term in nature, and demonstrates that companies understand this and recognise the value of the network. All of this activity helps to build a fuller
picture of outcomes and impacts. This includes the extent to which GlobalScot support is delivered in conjunction with other internationalisation and company growth support.

To assess the overall contribution of GlobalScot, all activity undertaken by both Scottish companies and GlobalScot is tracked on a monthly basis, which feeds into the SDI Performance Measurement Framework (PMF).

GlobalScot continue to use this evidence base to understand the resulting impact from different types of activity taking place in the network to inform development of future activity. Regular feedback from users, both internal and external, helps the organisation to improve the network and encourage repeat users.

For further information please refer to: www.globalscot.com.

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