The **International Sales Leadership Programme** will inspire and empower ‘Sales Leaders’ to drive sales in international markets through the development of an international sales strategy, a structured approach to the execution and the development of leadership, sales & negotiation capabilities to enable success in a multicultural, international context. The International Sales Leadership Programme is accredited by the Institute of Sales Professionals and by the end of the programme, participants will earn an internationally recognised certification**.**

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Appendix 1 - Rural Needs Impact Assessment (RNIA)

Template

1E. Please provide details of the aims and/or objectives of the Policy, Strategy, Plan or Public Service.

International Sales Leadership Programme

1D. Please provide the official title (if any) of the Policy, Strategy, Plan or Public Service document or initiative relating to the category indicated in Section 1C above.

Developing a Policy Strategy Plan

Adopting a Policy Strategy Plan

Implementing a Policy Strategy Plan

Revising a Policy Strategy Plan Designing a Public Service

Delivering a Public Service

X

X

1C. Please indicate which category the activity specified in Section 1B above relates to.

International Sales Leadership Programme (Leadership & Capability Development Programme)

1B. Please provide a short title which describes the activity being undertaken by the Public Authority that is subject to Section 1(1) of the Rural Needs Act (NI) 2016.

Invest Northern Ireland

1A. Name of Public Authority.

**SECTION 1 - Defining the activity subject to Section 1(1) of the Rural Needs Act (NI) 2016**

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*Reasons why a definition of ‘rural’ is not applicable.*

*Rationale for using alternative definition of ‘rural’.*

*Details of alternative definition of ‘rural’ used.*

Population Settlements of less than 5,000 (Default definition). Other Definition (Provide details and the rationale below).

A definition of ‘rural’ is not applicable.

x

1F. What definition of ‘rural’ is the Public Authority using in respect of the Policy, Strategy, Plan or Public Service?

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2C. If the Policy, Strategy, Plan or Public Service is likely to impact on people in rural areas *differently* from people in urban areas, please explain how it is likely to impact on people in rural areas differently.

2B. Please explain how the Policy, Strategy, Plan or Public Service is likely to impact on people in rural areas.

Yes No If the response is **NO** GO TO Section **2E**.

X

2A. Is the Policy, Strategy, Plan or Public Service likely to impact on people in rural areas?

**SECTION 2 - Understanding the impact of the Policy, Strategy, Plan or Public Service**

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This programme is open to client companies across Northern Ireland and is delivered across a number of locations, with virtual delivery also being used. We will hold additional sessions regionally depending on demand and the business location of participants.  We do not therefore anticipate any difficulties in accessing the training in rural areas nor any negative impact for rural dwellers.

2E. Please explain why the Policy, Strategy, Plan or Public Service is NOT likely to impact on people in rural areas.

If the response to Section 2A was YES GO TO Section 3A.

Rural Businesses Rural Tourism Rural Housing

Jobs or Employment in Rural Areas Education or Training in Rural Areas

Broadband or Mobile Communications in Rural Areas Transport Services or Infrastructure in Rural Areas Health or Social Care Services in Rural Areas

Poverty in Rural Areas Deprivation in Rural Areas

Rural Crime or Community Safety Rural Development

Agri-Environment

Other (Please state)

2D. Please indicate which of the following rural policy areas the Policy, Strategy, Plan or Public Service is likely to primarily impact on.

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3C. Please provide details of the methods and information sources used to identify the social and economic needs of people in rural areas including relevant dates, names of organisations, titles of publications, website references, details of surveys or consultations undertaken etc.

Consultation with Rural Stakeholders Published Statistics Consultation with Other Organisations Research Papers Surveys or Questionnaires Other Publications

Other Methods or Information Sources (include details in Question 3C below).

3B. Please indicate which of the following methods or information sources were used by the Public Authority to identify the social and economic needs of people in rural areas.

Yes No If the response is **NO** GO TO Section **3E**.

X

3A. Has the Public Authority taken steps to identify the social and economic needs of people in rural areas that are relevant to the Policy, Strategy, Plan or Public Service?

**SECTION 3 - Identifying the Social and Economic Needs of Persons in Rural Areas**

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As this programme is open to client companies across Northern Ireland and is being delivered across a number of locations, with virtual delivery also used and no impact on rural dwellers anticipated, we do not believe that further analysis of rural needs is required for this programme.

3E. Please explain why no steps were taken by the Public Authority to identify the social and economic needs of people in rural areas?

If the response to Section 3A was YES GO TO Section 4A.

3D. Please provide details of the social and economic needs of people in rural areas which have been identified by the Public Authority?

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Issues such as access to the training locations was considered as being most relevant when considering the impact of this programme. Overall, the programme will assist client companies across Northern Ireland, including those based in rural locations, providing support and with the aim of improving economic outcomes.

4A. Please provide details of the issues considered in relation to the social and economic needs of people in rural areas.

**SECTION 4 - Considering the Social and Economic Needs of Persons in Rural Areas**

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If the response to Section 5A was YES GO TO Section 6A.

5B. Please explain how the development, adoption, implementation or revising of the Policy, Strategy or Plan, or the design or delivery of the Public Service, has been influenced by the rural needs identified.

Yes No If the response is NO GO TO Section 5C.

X

5A. Has the development, adoption, implementation or revising of the Policy, Strategy or Plan, or the design or delivery of the Public Service, been influenced by the rural needs identified?

**SECTION 5 - Influencing the Policy, Strategy, Plan or Public Service**

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Rural Needs Impact Assessment undertaken by:

Deborah Johnston

Position/Grade:

International Trade Adviser - DP

Division/Branch

Trade

Signature:

Deborah Johnston

Date:

14 March 2024

Rural Needs Impact Assessment approved by:

Pamela Marron

Position/Grade:

Equality Manager

Division/Branch:

PCC

Signature:

Pamela Marron

Date:

14/03/24

I confirm that the RNIA Template will be retained and relevant information compiled.

X

6A. Please tick below to confirm that the RNIA Template will be retained by the Public Authority and relevant information on the Section 1 activity compiled in accordance with paragraph 6.7 of the guidance.

**SECTION 6 - Documenting and Recording**

Rural needs were considered but found to be fully met due to the provision of additional regional delivery according to demand and business location.

5C. Please explain why the development, adoption, implementation or revising of the Policy, Strategy or Plan, or the design or the delivery of the Public Service, has NOT been influenced by the rural needs identified.