Cofinanciado por el Programa COSME de la Unión Europea

COMUNIDAD DE MADRID ACTION PROTOCOL

The established protocol of action for the attention to companies in crisis within the Community of Madrid is the following:

STEP 1: Companies come into contact with the Community of Madrid Program

Until the date of the report, the companies have contacted the Community of Madrid through:

- Responding to mass mailings to different databases.
- Responding to Selective mails from some business associations
- Through the website of the Community of Madrid.
- Calling the Citizen Service phone number of the Community of Madrid (012)

The companies contact the Community of Madrid Program through a message sent to an email address, incorporating the registration form in the program, and sending the necessary data for the contact:

- Name and surname
- Type of legal representation of the company
- Phone
- Email address

These data are received by email by the Program Managers and are incorporated into a file that collects the identification data of the company and those necessary to monitor the process.

Next, the Managers pass the appointment request to the Advisors so that they can contact and date an interview with the interested party.

STEP 2: Contact of the advisors with the interested party.

The Advisors contact the interested party by phone to arrange a first personal interview.

In that first telephone contact, the interested party is informed by the Advisors of the documents to be provided for the first personal interview, and the personal, contact and professional data that will help to prepare said interview are requested. The name of the advisor is communicated to him and, in his case, of the rest of people who will attend the interview and the place, date and hour of realization is indicated.

STEP 3: First Interview.

The first interview takes place at the headquarters of the Regional Ministry of Economy, Employment and Finance in the space provided for this purpose.

The advisor receives the interested party and verifies that he has the requested documents, in addition to checking with him the data available.

The interview takes place in a confidential, intimate, safe and quiet EWE space, which helps to create a climate of trust, and which results in obtaining truthful and real information about the situation of the interested party and his company.

The objective of the first interview is to know the personal situation of the employer and the company and the collection of relevant information to determine what type of support the interested party needs (tax, legal, financial, marketing, etc.) to focus on following phases of the Program: the evaluation and diagnosis and the choice of specialized advice.

It begins with a brief informative presentation of the Project and continues indicating the voluntary nature and absolute confidentiality in the whole process, to avoid false expectations and make clear how far the service reaches.

The interview has a semi-structured character, marked by active listening. However, some essential aspects that will serve as a basis for diagnosis are taken into account. These key areas of information will be:

- PERSONAL / PROFESSIONAL AREA:

  Training, professional experience, origin of the idea, existence or not of business plan, personal situation, etc.
- MARKETING AREA / PRODUCTS / SERVICES:

  Type of product or service, external agents, ability to adapt, market situation, competitive advantages, cost prices, etc.
- ECONOMIC / FINANCIAL AREA:

  Situation of your accounts, analysis of the accounting balance, profit and loss, etc.

The consultants complete the interview with the collection of all the information provided.

1) In the event that the information and documentation provided were not sufficient, the advisor will call the interested party for a second interview to expand the information or present additional documentation.

2) In the event that the information and documentation provided are sufficient, the interested party will be informed of the next phase of the process, in which his case will be analysed and referred to the specialist or specialists who can help resolve the situation In which it is found.

At the time of the interview, the interested party signs a document of confidentiality and commitment in which the non-binding and exempt nature of the decisions or advice determined by both parties will be established.

STEP 4 Analysis of the information collected. Elaboration of the report. Evaluation and diagnosis.

The interviews must provide the advisors with enough information to be able to make a first diagnosis. This diagnosis will be presented in the form of a report in the Evaluation Board.

STEP 5 Evaluation Board / Referral of the interested party to specialized advice.

The Evaluation Board is constituted by the Advisors, the Managers and the Project Manager. The Evaluation Board receives the first assessment and diagnosis from each one of the interested parties, and makes a proposal for continuation of the process, which may be the referral to the Specialized Advisors.

The Program configures a network of collaborating companies, which offer a free specialized advice service to the interested party, and which is materialized through the constitution of a specialized hours of advice available to the beneficiaries, granted through the pro-bono hours of the signatory companies of the agreements.

This network is created thanks to the signing of several Collaboration Agreements between the Community of Madrid, the National Federation of Autonomous Workers and the Collaborating Entities themselves.

In the same way, the process is reinforced by putting in touch all interested parties with different support programs of Community of Madrid Regional Government that are already in progress:

- Project accelerator
- Support for the consolidation and evolution of business model
- Support for financing and economic-financial analysis
- Training

STEP 6: Monitoring and results:

Once the specialized advice is made, the Specialized Advisors will collect the results of their orientation in a Final Report that will include basic information and the prescriptions that have been made to the interested party.

This report and final advice will be the result of a consensual orientation process between the interested party and the Specialized Advisor.

The complete process concludes with the follow-up of the case, contacting the interested party to evaluate the service provided and collecting said information in the corresponding application.

ACTION PROTOCOL COMUNIDAD DE MADRID