

## Olympic tips for gold medal business success

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Does your staff team have the talent it needs for your business to compete and win? As Olympic fever builds, now is a great time to consider how fit your team is and whether they have the ability to make your business a winner. By harnessing the Apprenticeship programme, funded by the Learning and Skills Council (LSC), you can ensure your team has the skills and qualifications it needs to stay ahead of the competition, now and in the future.

Just like an award-winning athlete, you can hone the talents of your employees by equipping them with work-related skills and nationally recognised qualifications to put your team ahead of the game. An Apprenticeship can give you and your staff a competitive edge and help your business to stay in the lead.

Through the Apprenticeship programme businesses can access training for their staff, delivered while they work by local colleges and specialist training providers, bringing a fresh injection of skills into the workplace.

There are more than 100 Apprenticeships available, ranging from traditional skills like plumbing and engineering to '21<sup>st</sup> century' careers like photo imaging, contact centres and information technology. Apprentices start learning the skills of their chosen career from day one. They can quickly become a productive part of your business – trained to fit the way your business works - and by the end of their Apprenticeship are well-trained, with excellent on-the-job experience.

Paul Holme, Regional Director of Skills, LSC North West, comments, “Through Apprenticeships North West employers have the opportunity to build the success of their business by nurturing talent, and giving employees the chance to reach their potential while improving the bottom line. In the longer term this has the benefit of providing the skilled workforce needed for a successful regional economy. ”

Apprenticeships are now one of the most successful options for raising skill levels and helping people to achieve their goals. Not just about the money, the main prize in becoming an apprentice is gaining experience and a hands-on understanding of the job – a priceless opportunity that people across the region can seize for themselves through one of the hundreds of Apprenticeship programmes.

## **ENDS**

### **Learning and Skills Council:**

The LSC exists to make England better skilled and more competitive. We are responsible for ensuring the availability of high-quality education and training for everyone. We have a single goal: to improve the skills of England’s young people and adults to world class standards. Our vision is that young people and adults in England have knowledge and skills matching the best in the world and are part of a truly competitive workforce. We work nationally, regionally and locally to deliver this ambition on behalf of learners and employers.

### **FOR FURTHER INFORMATION:**

**For more information contact**

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