









# What are the Benefits ?



## For the Employer

- Organisation wide skills needs / training plan to improve productivity or meet objectives – transaction to strategic
- Organisation wide delivery plan and commitment from LSC to support over the life of the action plan
- Advice of broker to streamline the process of sourcing providers
- Publicity and recognition
- Complementary to liP – mechanism for delivering a whole organisation training plan

## For the LSC

- Increase in employers investing time and money into skills
- New route to employers and additional leads to help meet our targets
- Better intelligence on what employers want to buy, and from whom
- Route to more employers for other skills services e.g. apprenticeships –
- Publicity and recognition



# The Launch and Beyond



**A communication strategy is currently being developed. This includes:**

- **Launch on 14 June**
  - national, regional and local press
  - National press call to action
  - The new 'Skills' advertising campaign scheduled for July 2007.
- **Employer Bodies:**
  - The Sector Skills Councils and other employer groups
- **Other key partners and stakeholders:**
  - CBI, TUC, Jobcentre Plus
  - Sir Digby Jones in his role as skills envoy
  - SSDA

# Further information



- **Train to Gain website**
- **Case Studies**
- **FAQ Paper**
- **Employer Leaflet**