



## Building Confidence – Selling the Benefits of Skills for Life to Employers

**Brokerage Champions Workshop 13  
Thursday 8<sup>th</sup> January 2008**

**Bishops Hull House, Taunton**

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0930 am	Registration and refreshments
1000 am	Rationale and Objectives
1015am	Employer engagement <ul style="list-style-type: none"><li>• Successful strategies</li><li>• Challenges with Employers</li><li>• Gaps in knowledge and filling them tactically</li></ul>
1100am	Why the need for Champions <ul style="list-style-type: none"><li>• Recognising successful SfL provision</li><li>• Sharing good practice</li></ul>
1130am	Refreshments
1145am	Resources <ul style="list-style-type: none"><li>• What's available</li><li>• What's new</li><li>• How to find it</li><li>• Using the SfL Webportal</li></ul>
1230pm	Lunch
115pm	Confidence Building <ul style="list-style-type: none"><li>• Identifying Barriers</li><li>• Overcoming objections and excuses</li></ul>
145pm	Business Scenarios <ul style="list-style-type: none"><li>• Case study group work</li></ul>
240pm	Action Planning and summary
300pm	Workshop close