

## EMPLOYER ENGAGEMENT SESSION

Champions Skills for Life Workshop Thursday 8<sup>th</sup> January 2009

### **Critical Success Factors for championing SfL with Employers**

#### **Tactics**

- Making it relevant to the sector
- Priority must be to explain how training will be relevant and short and not disruptive to the workplace, particularly with SMEs and micro businesses
- From the Enquiry Team to the assigned Broker, make sure you deal with the Whole Organisation, case by case and then listen for individual needs
- Because of the time constraints in talking to an employer SfL needs to be 'parked' until a relevant point in the conversation/meeting
- Don't use the SfL term. Use report writing, calculation, IT, verbal communications terminology as a lever to bring people into SfL

#### **Employer Approaches**

- Remember the decision maker that you meet may not be right person who has an understanding of SfL and the needs of that organisation
  - HR and Training Managers generally have a good understanding
  - Supervisors may have their own SfL issues or they have a better confidence in promoting SfL to their team
  - Remember that micro businesses will not necessarily do any staff assessment
  - Useful to have a set of key issues relating to their sector/business and the sort of tactics to help a manager address SfL needs with staff – see 'Making the Business Case' A5 book
- Broker tends to meet the organisation leader and will discuss strategic development rather than operational success
  - Need to work from bottom upwards – from learner to MD
- WOA will decrease the stigma if it can be introduced – Training Needs Analysis or as an integral part of the training offer – can be developed as a stand alone facility to upskill in a particular area – report writing, etc
- Failing this promote to one department/part of a department approach might work
- NHS – Health Care Assistants – easier to talk to managers about the safety aspects – medicines, infection control, etc

#### **Broker responsibilities**

- Where does the Broker role start and stop? Skills audits are great for companies and will help develop the right solutions but they aren't part of the general Broker's role
- Promoting SfL is easier in a longer term relationship where a Broker makes more than one visit (size of contract, large employer account management)

#### **Things that need to happen to help SfL advance**

- SfL needs to be embedded in all NVQ delivery
- Handover of information between Brokers and Providers needs to be more detailed to provide background and specific issues around employer
- Why do all NVQ assessors not have a SfL qualification?
- Making a business case in these 'lean times' that employees can use the time productively to develop their maths/English skills that will impact on the business
- Use things that will motivate individual learners outside of the workplace – grandchildren, IT skills, mortgage applications, etc