



---

# Champions Workshop – selling the benefits of Skills for Life to employers

A large, stylized graphic element consisting of a grey diagonal line and a solid orange shape below it, both pointing towards the top right.

# Workshop Objectives



- The workshop is designed to share challenges and approaches to successful employer engagement using the business case for Skills for Life
- To encourage those attending to champion the approaches and techniques practised during the session, by cascading to others in their teams

# Workshop Rationale

---

- Skills for Life agenda
- Amendments to Brokerage Contract from April 2009
- Developing good practice with wider Provider network
- To increase your understanding of the meaning, significance and benefits around SfL in the workplace and beyond

# Workshop aims

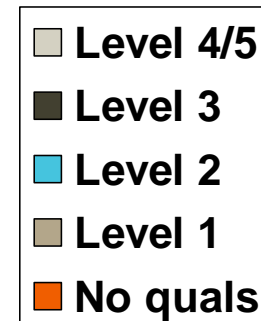
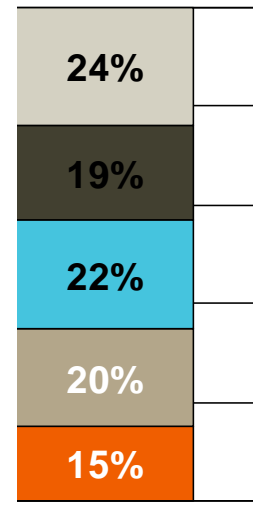
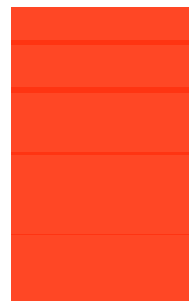


- Explore the knowledge and strategies needed for the effective promotion of Skills for Life within the Train to Gain Service
- Develop/share strategies for overcoming barriers and build partnerships for effective engagement of employers and achievement for their employees within Train to Gain
- Provide information and strategies which will support Brokers in their achievement of elements within the Skills Broker Standard

# Literacy and Qualifications Levels

## Qualifications held by those of working age

**55% below Level 2 literacy**



# SfL Flexibilities 2008/09

- No longer any qualification barriers
- Skills for Life qualifications funded at all levels including progression
- Increase of 4.5% to funding rate = £772
- Literacy and numeracy fully funded. ESOL Skills for Life/ESOL for Work partially subsidised by an Employer contribution of 42.5%
- Contribution to wage costs is available for Employers with less than 50 staff

# Provider Engagement Plan

- Train to Gain Provider Development Programme
  - Series of training and development activities
- 'Match' peripatetic practitioner register
  - Access to experienced and qualified practitioners
  - 50 qualified professionals across region
  - Flexible delivery
- Partnership Delivery Model
  - Joint delivery with specialist Skills for Life Provider
  - Details can be found on SfL web portal

# Broker Standards

---

## **In terms of what you need to know:**

- The framework of training and development delivery: funding packages, eligibility of employers and individuals (b1)
- The training provider infrastructure: FE/independent training providers (b2)
- advice, learning and development solutions for clients: including Skills for Life (b3)

# Broker Standard

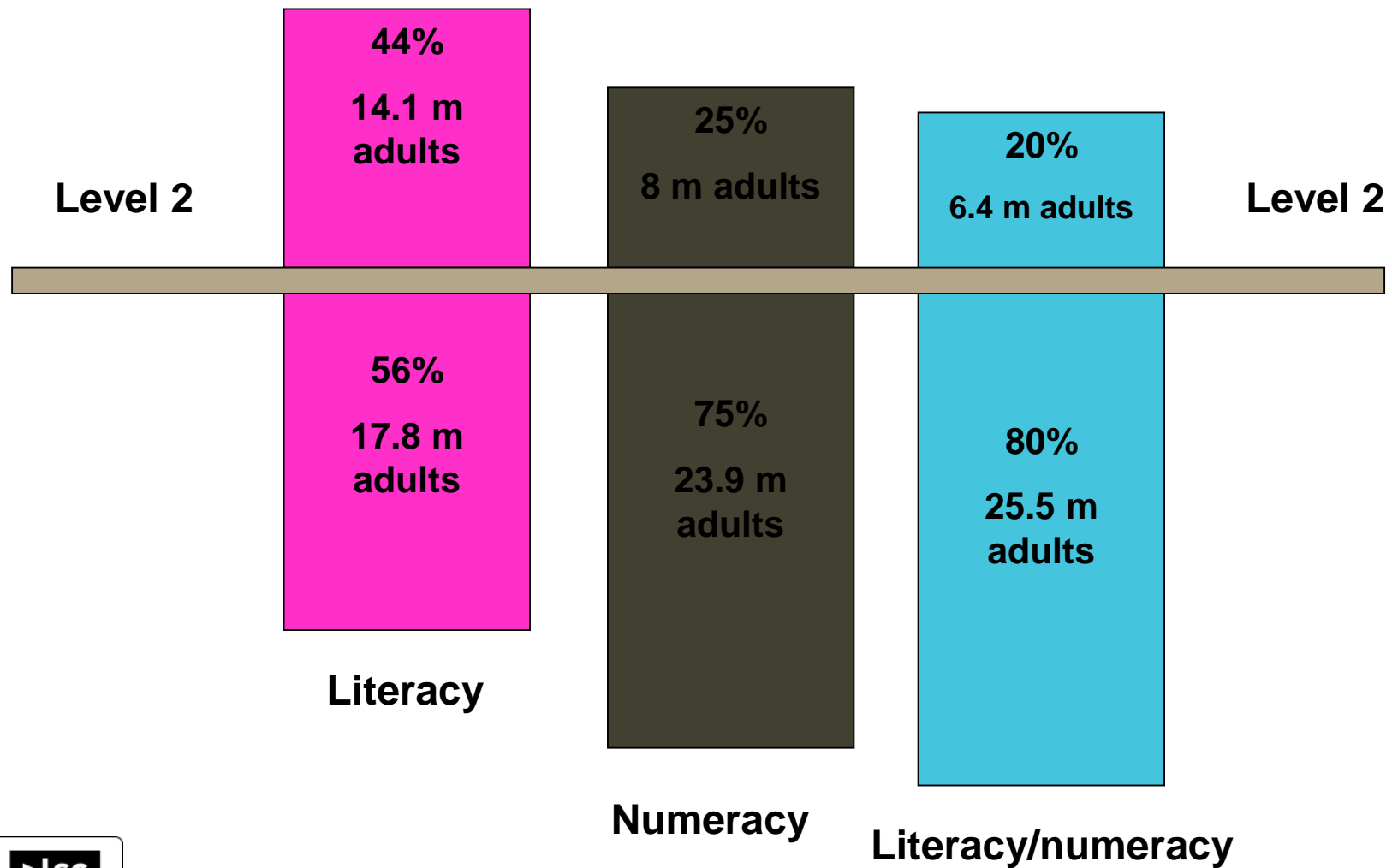
## **In terms of what you need to show:**

- Make the linkages between improved business performance and the contribution of skills (a1)
- Identify specific skills solutions in relation to business goals (a2)
- Proactively network and search new solutions (a3)
- Help the client critically assess a training provider's offer
- Be the catalyst for action: act as interpreter between client's needs and the "language" of qualifications (a6)

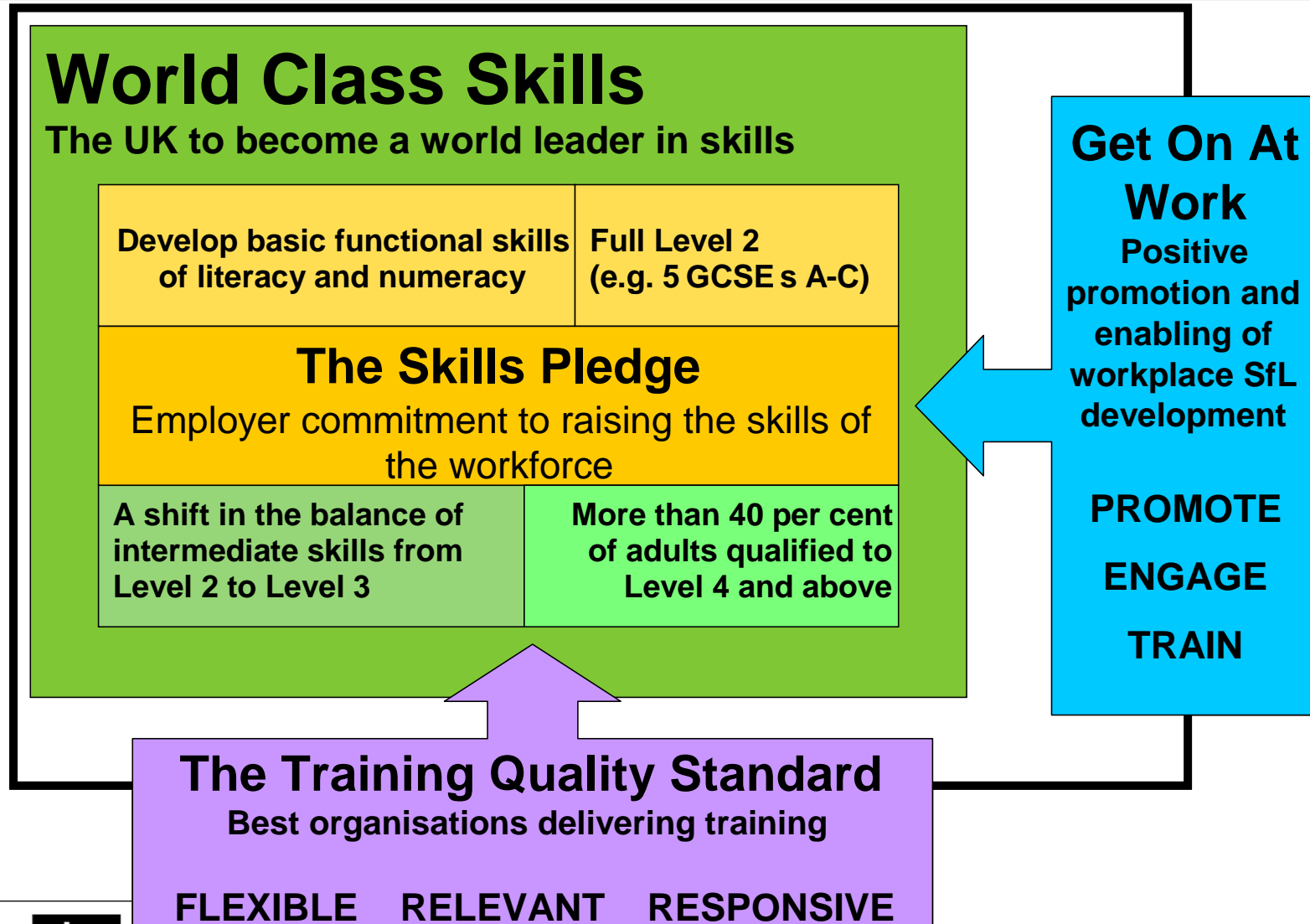
# National Qualifications Framework



# Level 2 – the benchmark for a modern society



# Supporting achievement of the national drivers



# The Level 2 Challenge

---

## **NVQ level 2 Performing Engineering Operations**

- 100% of units require reading skills at level 2
- 65% of employees in this sector are estimated to have literacy skills at Level 2+
  
- 83% of units require numeracy skills at level 2
- 40% of employees in this sector are estimated to have numeracy skills at level 2+

# Employer Engagement

## Table Talk Activity

- Consider the companies/employers you have worked with where you have had most success in engagement relating to Skills for Life.
- What have been the critical success factors?
- Those attending other training or mentoring – what has helped?
- What are the challenges with those where there has been least success?
- What might the solutions be?

# Challenges for you?

---

- Making the business case for SfL to employers
- Referring to providers who can meet employer needs for SfL delivery
- Engagement and achievement of learners in SfL once referrals made
- Follow up, trouble shooting, evaluation, evidence of success
- Impact of referrals or starts.
  
- Any others?

## Knowing about the SfL Offer

---

- What do providers offer? What are the financial/practical constraints to their flexibility?
- How do they link SfL delivery to business needs and vocational training?
- Do they offer SfL accreditation on screen – on paper- on site – on demand
- Achievement rates/success stories/case studies to share?

## Possible delivery models

- Stand alone contextualised SfL training
- Linked, alongside, or integrated into NVQ or other training
- Partly within NVQ with some 'top up' SfL sessions
- Regular sessions- 1hr, 3 hrs, whole day.....
- In a block, weekly, at specific point within a training programme, flexibly according to need.....
- Blended learning – a mixture of face to face teaching and independent study.....
- By a SfL tutor
- By a SfL tutor and vocational assessor working in partnership.....

# The Move On approach

---

- A positive opportunity for everyone – part of the training offer, not extra help with a problem
- GOAW – the approach in a workplace context
- Focus on relevance to job role/NVQ
- Added value of an additional national qualification
- Clear identification of where LLN occurs in NVQ/ job role to ensure relevant skills are developed effectively

# Making the whole organisation business case



- **Get On At Work** is a practical approach that offers an effective solution to meeting organisational improvements and business objectives such as:
  - meeting health and safety requirements
  - increasing productivity and improving quality
  - achievement of mandatory training, e.g. NVQ
  - reducing absenteeism
  - reducing errors/wastage
  - contributing to an Investors in People award
  - improving customer relations
  - being seen as a learning organisation.

# Resources to support you

 Search

**Welcome to Move On!** If already registered, [login](#). If not, [join the Move On crowd](#)

- Home
- About Move On Up
- About Move Up
- Test the ...
- Get On At Work
- Move On guides
  
- Test your skills
- Find a test centre
- Learners' voices
  
- News
- Links
- Contact us
- Join the Move On crowd

**Do you need a qualification in English or maths to plug a gap in your CV?**

**If so, move on with a national qualification.**

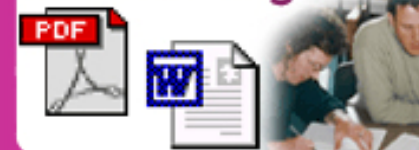
## Learner Route

English

Maths

Prepare yourself for success

**Free resources and materials:**  
\* for teaching  
\* for training



**What do learners think?**



**Have a go at a mini test**



**iRoute**

Encourage others to improve their skills



# Engaging employers

---

- Cue questions to show relevance of Skills for Life to job roles and NVQs and overcoming objections
- Likely levels of “need” and what that means for the employer’s business
- Possible delivery models
- Case studies and examples to show benefits

# A sector example

---

## The Site Safety Certificate

- Reading for meaning
- Finding the key point in a sentence or paragraph
- Using contents and index to locate sections
- Decoding unfamiliar words
- Familiarity with multiple choice questions

# Introducing the intermediary route

You have the power



*SfL*  
awareness



Mind your  
language

**iRoute**

Qualifications



Action  
planning



Enter

# Accessed by you – introduced to others

**You have the power**

SfL awareness → Qualifications → **Mind your language** → Action planning

[Home](#) > Mind your language

**Mind your language**

- The positive language approach
- Getting the message across
- What would you say?
- Overcoming objections
- Materials to support promotion and engagement
- How are you going to use them? (transition activity)

I have completed this section



# Knowing how employers can make a positive offer to staff



**Learning at work**

**Skills MOT**

**Feel more confident**

**A great opportunity . . .**

**Workplace English**

**Not like school**

**Need a qualification?**

**Enhance your prospects**

**Workplace Maths**

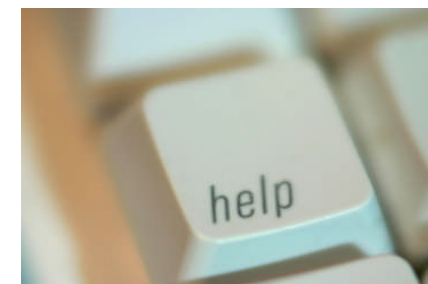
**Do a skills check**

**Gain an advantage**

**Your chance . . .**

**Would you like the opportunity to . . .**

# Identifying the range of employees who would benefit from English & maths training





Prepare yourself for success

Numeracy

# Welcome

Welcome to the Learner Route!

The Learner Route is designed to help you prepare for a national qualification at Entry 3, Level 1 or Level 2.

To enter the Learner Route, please log in by typing your username in the box. If this is your first visit then please Register to continue using the route.

Register

**Login**

Username

Login

**Fast track**

Want a fast track to the L1/L2 test? Click here!

Fast track

**English not your first language?**

Click here for our ESOL learner route!

ESOL

To find out more about National Certificates and the Learner Route please read [Guide to the National Certificates](#) and [What is the Learner Route?](#)



# Skills for Life Info & Links



## Skills for Life Materials and Case Studies

Please visit the website for materials and to complete the **Skills for Life questionnaire** today

[www.skillsforlife-sw.org.uk/Page2.aspx?PageID=113](http://www.skillsforlife-sw.org.uk/Page2.aspx?PageID=113)

## Move On

A really useful website addressing all Skills for Life issues

[kris.ventris-field@tribalgroupp.co.uk](mailto:kris.ventris-field@tribalgroupp.co.uk)

Mob: 07771 426962

[www.move-on.org.uk](http://www.move-on.org.uk)

## Skills for Life within Train to Gain

Contact Train to Gain Brokerage Team

[fiona.parsons@lsc.gov.uk](mailto:fiona.parsons@lsc.gov.uk)

# What actions can you take?

- For everyone in the team to sell SfL effectively as an **integral** part of the Train to Gain service.
- To know enough about the SfL delivery offer of providers to refer appropriately.
- To make sure SfL referrals are followed up and lead to engagement.
- To gather evidence of the benefits of SfL to job performance and NVQ achievement?