

Training: sustaining success

Many employers tend to favour informal 'on the job' training and in-house courses for their staff. But training shouldn't be viewed as a short-term one-off, but as a long-term investment in a business and its employees. Investing in the improvement of workforce skills can help improve staff motivation, productivity and retention. In turn, it can put businesses one step ahead of the competition by unlocking latent talent and driving improved business performance.

Train to Gain

The Train to Gain service, delivered by Business Link Northwest and funded by the Learning and Skills Council, provides advice and support to help employers of all sizes and across all sectors to access the training their business needs.

Roger Mitchell, Operations Development Manager at Business Link Northwest said: "Most proprietors are comfortable with delivering training 'on the job', but are perplexed by external training due to the volume and variety of courses available. Identifying training needs within a company, and scouring the market for the best courses to meet them, can be both time-consuming and frustrating.

"Our free-to-use skills brokerage service helps companies to maximise the benefits of external training. A skills broker can meet with you, gain an understanding of your business, and then work with you to identify skills gaps and any training requirements. They will go on to provide information and recommendations about a suitable training package. In addition, skills

brokers will provide details of any training subsidies that your company may be eligible for."

Skills Pledge

Employers that are serious about skills development and staff training can show their dedication by making the Skills Pledge. Launched in July 2007, the Skills Pledge is a public commitment by employers to develop their employees' skills, with support and impartial advice from the Train to Gain service.



Tel. 0845 00 66 888
www.businesslink.gov.uk/northwest/traintogain

