



## 10 TOP TIPS

**1 Understand your business** – Identify who you are trying to reach with a *Skills for Life* programme. Do a skills analysis of the current workforce, and consider mapping a selection of job roles.

**3** Ensure the programme is **effectively communicated** through the business at all levels and develop an ongoing marketing strategy that is designed to engage the learners you need to reach – Start small with a pilot and expand once you have got it right!

**5** Put together a working party/project plan to **define the business case** for your organisation. Involve all relevant parties; management, HR Departments, trainers, Union Learn reps and TUC employee representatives (if applicable), BITC, LSC, Train to Gain.

**7** Constantly **review the effectiveness** of programmes and make changes where necessary. Measure the impact of the training and report this to the company. Seek informal feedback from learners and teachers.

**9 Celebrate Success!**  
Hold award ceremonies and publicise achievements in internal communications. Recognise work related improvements and communicate these to the individual.

**2** Consider how you are going to **engage the workforce** – Establish a network of Skills Champions across the business; promote a learning culture throughout the business.

**4** Look at how you will **deliver Skills for Life**. Will you need to find an external provider or will you engage tutors in house? *Ensure you have a service level agreement with providers*. Provider route – put out to tender In house route – look at funding streams with LSC/NES.

**6** Ensure initial sessions are fantastic, fun and vibrant to enthuse learners and to encourage them to **spread the learning message** – consider using new and innovative ways to engage learners eg coaches, buddies, group work.

**8 Monitor the delivery** of *Skills for Life* training – make sure that you 'drop in' on some of the sessions to ensure they are what you wanted and are in line with your Service Level Agreement.

**10** Continue to **develop the programme** and keep learners engaged with new courses. Capture them before they finish their last session and engage them in new ones!