

## **FAQ'S FOR BUSINESSES CONSIDERING SPONSORING THE STUDENT 'WORKPLACE PREPARATION' PROGRAMMES**

### **Q1. HOW WILL SPONSORING THIS PROGRAMME BENEFIT MY ORGANISATION?**

- It will support your corporate social responsibility commitments.
- It will be fully branded to your organisation.
- It gives you an opportunity to draw young talent from your local community, who will fully understand your business.
- A fantastic on-going PR opportunity.
- There are extra 'specialist' modules available to fit your business needs (i.e. sales, leadership, coaching, influencing, financial awareness).
- The programme is fully accredited, so each student will have an award (or certificate) for 'key business skills' (workplace preparation).
- You are supporting the UK's youth unemployment issues.

### **Q2. HOW WILL OUR BRAND BE PROMOTED DURING THE PROGRAMME?**

- All materials used will be branded with your logo.
- All case studies, business scenarios, business culture and organisational structure discussions used on the programme will be based on your company (with your full agreement).
- You will be featured on our website as a sponsor and promoted through our own PR.

### **Q3. WHAT WILL BE OUR INVOLVEMENT IN THE PROGRAMME?**

- Our consultants will spend 2 days with you to gain an understanding of your business, agree case studies, and decide on the interim tasks the students will undertake, etc.
- At the launch and award ceremony for each programme.
- We have allowed time for guest speakers from your organisation to present to the students on up to 3 occasions.
- Students will visit your premises to 'bring to life' their sponsors and their work environment.
- During specific units i.e. interview skills and presentation skills.

#### **Q4. DOES LEADING NATIONAL TRAINING HAVE PRIVATE SECTOR EXPERIENCE?**

- Leading National training was set up in 2013 by 'private sector' consultants utilising 'public sector' education specialists. This was a deliberate move to give us a suitable platform to launch the 'Prepare 4 Success' programmes as one element of our business plan.

#### **Q5. WHAT WILL THE COST BE TO US TO SPONSOR A PROGRAMME?**

- From as little as £9,950\* per year - delivering all 8 'core' units. (Extra 'optional' units + £1,500 per unit)  
\*Please note: the sponsorship fee is for up to 12 students (larger groups will require an extra trainer/s for some of the units).

The fee does not include accreditation registration @ £85 per student). All fees plus VAT.

#### **Q6. HOW DO I MEASURE OUR ROI AGAINST WHAT WE ARE SPENDING?**

(Here are just a few suggestions)

- The current figures for employing a student straight from education is put at around £5,433\* this is in logistical (hiring) costs alone, you then have to wait between 40 to 52\* weeks for graduates (or those who are new to the workplace environment) to reach optimum performance, the cost of this has been put at around £20K\* per annum. Therefore, taking these costs into consideration, one new recruit from a programme could potentially pay for your sponsorship investment. (\*source: Oxford Economics Feb 2014).
- As the students will be fully versed with your organisation the induction time will be dramatically reduced, freeing up expensive resources to focus on key deliverables in your business.
- Every year that you sponsor, you have that time to maximise your PR opportunities, for example; every visit by the students to your offices, or you make a company presentation to the students, another good example could be when you have a success story to shout about i.e. you recruit students from the group, or, one that you have employed has achieved over and above your expectations. Finally, there may be others from your sponsored group who go on to start their own businesses... it is all PR!
- Your customers can see that you are a company that supports the young in the UK, as well as possibly providing them with jobs, all in all, a great company to do business with! Finally it can help you to win contracts with like-minded organisations that specifically look for businesses that are actively involved in these kinds of community behaviours.
- Every element of this sponsorship goes towards achieving your corporate, social responsibility delivery.

### **Q7. WHY WOULD WE SPEND £10K+ APPRENTICES COST £3 PER HOUR?**

- On each of your sponsored programmes there will be a minimum of 12 students, this means you have the choice of selecting the best candidates from each group, (with our recommendations, after working with them for up to a year) not just restricting yourselves to hiring a couple of apprentices and hoping they will work out.
- We give them the important 'generic' workplace skills for example: team working, time management, communication, dealing with conflict, problem solving, things that are not generally part of the molding process when new employees start.
- They will fully understand how your business functions as each module will reflect your business, so a saving on recruitment, induction, development is possible.
- We profile each student before the programme, and we will give you a report on how they progress in terms of their input, attitudes and expectations, as well as their aptitude to do the roles you need to be filled, and finally their fit into your culture. Its what we do!
- Finally, for you to train the new employees in the 'soft skills' that we will be 'pre-installing' (note; each student will attend the key 8 'core' modules on each programme), you would need to have them away from your business to attend an open training course, this would cost you approximately £300 per day + expenses for each person!

### **Q8. WHICH PLACES OF EDUCATION CAN WE SPONSOR, CAN WE SELECT A PREFERRED OPTION?**

- Yes, if you have a preferred sixth-form, college, academy or university.
- Alternatively we can select a place of education tailored to your specific recruitment needs.

### **Q9. DO WE AUTOMATICALLY GET THE PICK OF THE BEST STUDENTS AS EMPLOYEES?**

- We cannot guarantee that you will recruit from each programme, however the opportunity will be greatly enhanced with your full commitment to the programme.

### **Q10. WHO HAS DESIGNED THE TRAINING UNITS, AND BASED ON WHAT?**

- The modules have been designed, written, (and will be delivered) by our trainers and consultants who are currently working in private sector organisations, from SMEs through to FTSE100 companies.
- From valuable feedback from our many varied client base.
- Finally from feedback and reports from various bodies such as the CBI, BCC, FBI and the governments own education departments.
- There are 8 'soft skills' units plus 11 optional 'specialist' units for example: sales, presentation skills, leadership, financial awareness, coaching, etc to select from (all accredited).

### **Q11. WILL THE STUDENTS GAIN ANY ACCREDITATION ON COMPLETION?**

- Yes, we are currently in the last stages of gaining our own accreditation for the 'Prepare 4 Success' programmes. This will be a IQ Level 2 Award/Certificate in Workplace Preparation. The process to achieve the accreditation is very challenging and robust, giving the students valuable business skills, as well as installing strong work ethics and realigning expectations around the workplace. Please note the award level is for completion of all 8 of the 'core' units, to achieve certificate level a minimum of 5 'specialist' units will need to be also taken.

### **Q12. WHEN WILL THE SPONSORSHIP PROCESS START?**

- Taking in consideration the education year and the pressures on curriculums, we would like all sponsorships to be in place between August and Jan, so as to give us sufficient time to deliver the programmes.

**Further questions? Contact [philip@leadingnationaltraining.co.uk](mailto:philip@leadingnationaltraining.co.uk)**