

Demonstrating IMPACT Programme

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Manager

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Tailored support for **skills providers** to meet the needs of business and demonstrate Return On Investment

The context:

The challenge & opportunity:

1. Decreased Government spending
2. Employers in the driving seat
3. Appreciating the value of skills



More business engaged with your products and services



Increased employer investment in skills



Improved customer satisfaction and repeat business

4. A competitive skills environment

The Demonstrating IMPACT Programme is tailored support for skills providers to meet the needs of business and demonstrate Return On Investment (ROI).

$$\text{ROI} = \frac{(\text{Return} - \text{Investment})}{\text{Investment}} \times 100$$

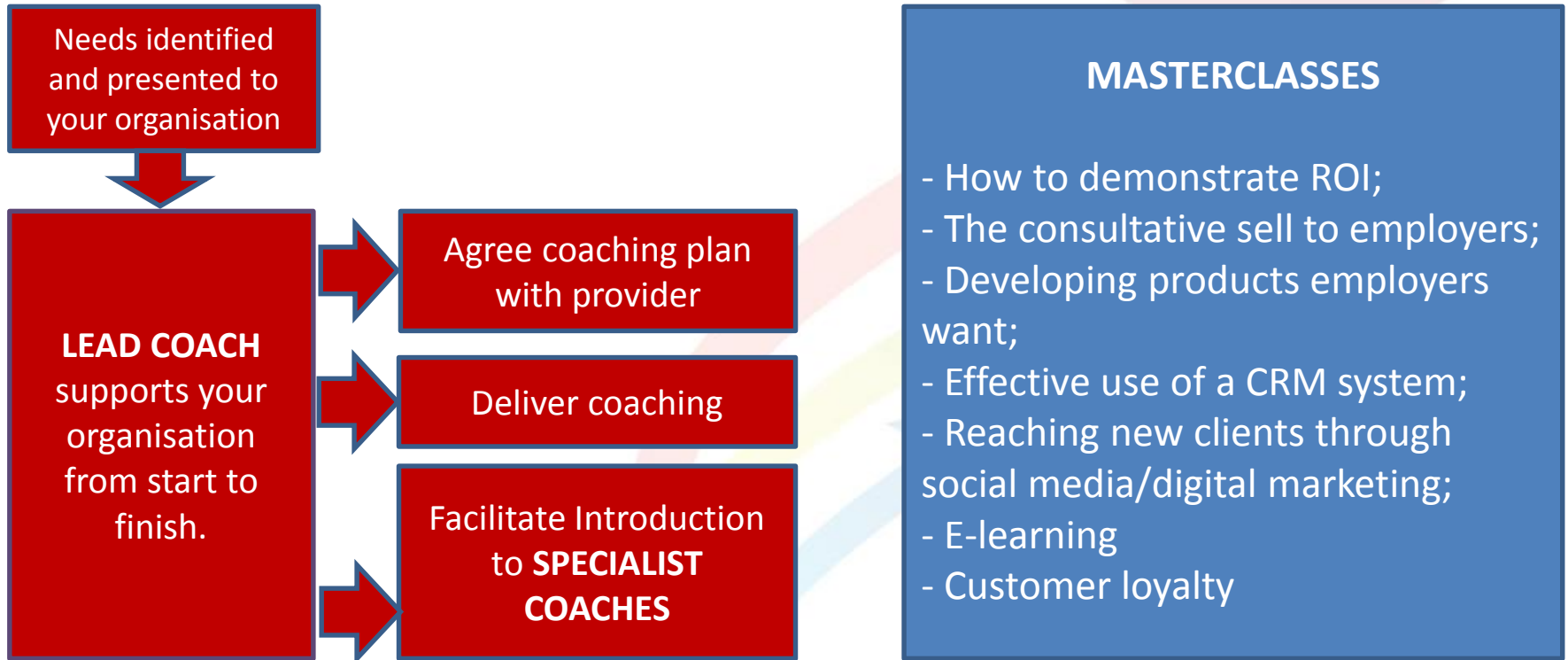


Example 1: Training van drivers to switch off their engines while the vehicle is idle could lead to savings of up to £1,600 per truck per annum

Courier company with 100 vans on the road has high fuel costs with potential to save £1,600 per van per annum. Cost of the solution is £500 per driver.

$$\text{ROI} = \frac{(\text{£160,000} - \text{£50,000})}{\text{£50,000}} \times 100 = \mathbf{220\%}$$

Tailored Support for Skills Providers...



...All delivered by quality-assured experts

Providers we have worked with to date

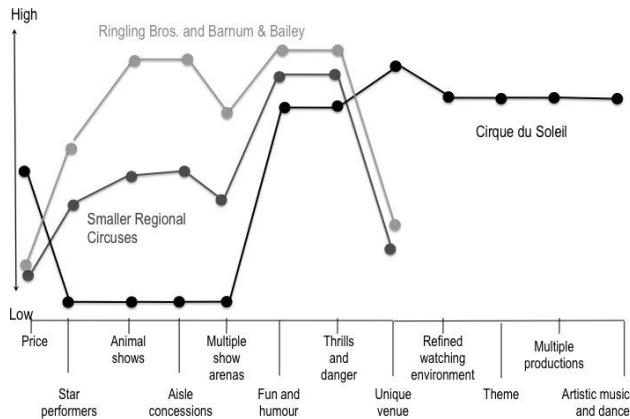
Age UK Training	The Skills Company
Alliance Learning	Mantra Learning Ltd
Babington Training	Michael John Training School
Back to Work Complete Training	NW Skills Academy
Blue Training	NTG Training
Bolton College	Oldham College
Bury College Business Solutions	Rochdale Training Association
Care Assessment Training Services(CATS)	Salford City College
Damar Training Ltd	Start Training Ltd
Essential Learning Company	STEGTA
First 4 Skills	Stockport College
GK Training Services Ltd	Tameside College
GP Strategies Training Ltd	TDB Training
Hopwood Hall College	The Apprentice Academy
Inspire 2 Independence Limited	The Cheadle & Marple College Network
JTL	The Media College
Manchester First	The Training Brokers
	Trafford College

Coaching & Workshops

- Strategy
- Employer engagement
- Sales & marketing
- CRM
- Digital
- Curriculum development
- E-learning

Coaching tools & techniques

The Strategy Canvas of Cirque du Soleil



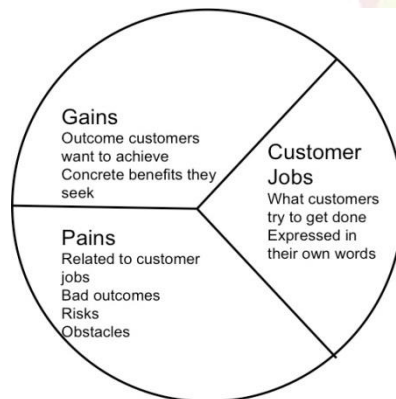
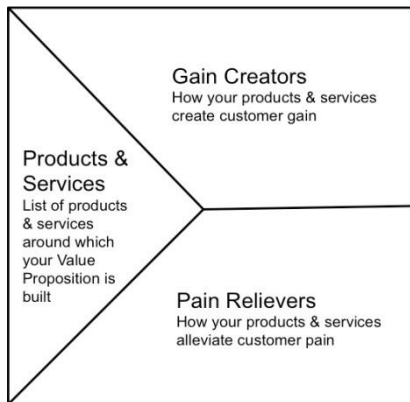
HOWS

WHATS

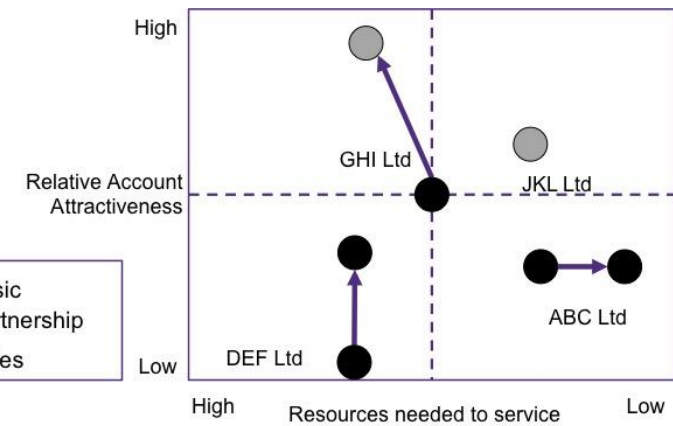
	Champion	Lee	Sue	Sue	Bob	Bob
1	Increase turnover from £500k to £900k over next financial year	*	*	*		○
2	Increase net profit from £20k to £70k over next financial year	○	*	○	*	*
		Minimum satisfaction rating of 90% by March	2 new sales people by Nov	Increase medical sector revenues to £225k	Un-manned from 20% to 30% of capacity	Reduce by 10% by year end
		Traffic Lights	Traffic Lights	Traffic Lights	Traffic Lights	Traffic Lights

ALIGNMENT KEY

- * = Strong driver
- = Supporting driver



● = 1 Basic
● = 2 Partnership
Size = Sales



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Feedback from providers



Damar Training case study

Skills Provider	Benefits	Costs
Provider A	<ul style="list-style-type: none"> - Secured extra funding of £200k for Apprenticeships; - Commercial income increased by £10k per quarter; 	<ul style="list-style-type: none"> - 5 days coaching (£3k equivalent) - Attendance at masterclasses - Internal staff costs - £5,497
Provider B	<ul style="list-style-type: none"> - Increase live Apprenticeship vacancies by 40 – contributing to an additional £320,000 income to the business; 	<ul style="list-style-type: none"> - 6 days coaching (£3,600k) - Attendance at masteclases - Internal taff costs - £3,615
Provider C	<ul style="list-style-type: none"> - Social media traffic grown from 5 likes per week and 0 App starts... ... to 50 likes per week and 2 App starts; 10% increase in 2015/16 Apps contract. 	<ul style="list-style-type: none"> - 1.5 days coaching (£900) - Internal staff costs (£1,060.80)

Testimonials

“It is proving to be a great success for myself and my managers. Our coach is fantastic and is supporting us in the changes with employer engagement and a strategic approach to growth.”

Julie Robinson, Chief Executive, Alliance Learning Ltd.

...“We have found the coaching sessions from Peter Gaunt extremely valuable. He has helped us to identify ways in which we could improve our approach to business development and to encourage the team to discuss the value proposition with our clients.”

Robin Lindsay, Damar Training

“We received excellent feedback from the team regarding the coaching session from Angela and maximising our CRM...
...All departments (admin, curriculum, MIS, Marketing) are now part of the employer engagement strategy and contribute towards it.”

Tracey Wood, Bury College

“All my life I have lacked confidence in selling even when I had my own company but Brian’s relaxed and informative style of presenting has given me the knowledge and competency to be effective in a sales environment. I have written a strategy and an implementation plan that has formed the backbone of our employer engagement strategy. I have had the confidence to do this because of the influence of the programme. Our Employer engagement has increased by over 25% in 12 months and is set to go even further now the practises are embedded. I have been able to introduce concepts such as ROI, we have been able to talk confidently about the employer journey, we have been able to share the same understanding as a group of people involved in employer engagement and the training that we have received has raised the expectations that we have as individuals.”

National skills provider



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