

# Skills Development in a Changing World

## Factsheet



Here for Business

## What is Skills for Growth (SfG)?

Providing training and support for Greater Manchester based businesses (SME's). Rising costs can often mean that training is stopped. The Skills for Growth programme is a fully funded programme of support to identify skills gaps within an organisation and help source training solutions – many of which are fully funded – working alongside a Skills Coach.

## How can Skills for Growth support businesses?

- Organisations receive a customised Productivity Plan
- Develop your team with skills
- Maximise future growth and opportunities to multiskill staff
- Research and help identifying providers and training programmes utilising our innovative GM Skills Map platform – if it is funded or subsidised, we can help find it
- Demonstrate your commitment to your team's development and job satisfaction
- Access to specialists in Staff Wellbeing and Apprenticeships – to support recruitment and retention
- Individual skills assessment of employees to identify skills gaps and areas for improvement
- Personalised matching to training or personal development providers on GM Skills Map

Our GM Skills Map website is a platform that businesses and employees can use to identify providers who can meet their skills needs. It is intended to be a one stop shop for businesses to search for funded, part funded and commercial training at all levels and across all disciplines and specialisms.

## What are the key ways to engage, motivate and retain staff?

Training and developing your employees support employee engagement, increasing productivity, motivation, updating skills, making employees more adaptable to change and with staff retention. The Skills Coach will work to identify the training needs and find solutions, enabling the business owner to run their business.

## What are the key skills needed for SMEs during this cost of living crisis?

The top training needs that have been identified from the Skills for Growth programme are:

**Leadership** – for Owner/Managers and Team Leaders/Supervisors to help lead through change, manage and lead high performing teams, HR and sales and marketing, provide them with leadership skills to grow the business.

**Health & Wellbeing** – ensuring the physical and mental health and wellbeing of all staff, so that they are present, productive and motivated.

**Digital Marketing** – as organisations go online, use social media more for marketing or look to bring their Digital Marketing inhouse rather than outsourcing, these skills need to be developed.

## How do you fit training in when you are busy and money is tight?

A lot of training can be done online at a time and place that is convenient to the learner. Training providers can deliver training on the employer's premises (there may be a min. number of learners required). Apprenticeships and qualifications are often delivered in the workplace, rather than at College. There is a lot of flexibility in learning.

## Why is training important when costs are tight?

Recruitment and training costs can run into thousands of pounds for organisations, so when you have great staff you want to keep hold of them, keep them upskilled and motivated – otherwise they will leave and go elsewhere. Looking for funded training can be time consuming and confusing, so working with a Skills Coach can save a business a lot of time and money – helping you stretch your training budget further.

## What benefits have you seen from training?

Companies have said that following training their staff are more confident, they feel recognised – especially if they do a qualification, they feel their employer is committed to their development - which can make them feel more loyal. Increased knowledge leads to more efficiency/productivity, it can help to multiskill staff to make them more adaptable and agile.

## How does the Skills for Growth Health & Wellbeing and Apprenticeship specialist support help organisations?

Many organisations are looking to recruit resources and Apprenticeships are a great way to 'grow your own' by taking someone on to 'earn while they learn'. Many organisations don't know what Apprentices are, where to go to source Apprentices, what training is available, what financial support is available – our Apprenticeship Specialist can answer all of these questions.

Health & Wellbeing is an area that has become more of a priority during and post Covid – ensuring the mental and physical health and wellbeing of the workforce, so they can be

productive, present and motivated – our Health & Wellbeing Specialist can provide support in developing a Strategy, deliver bespoke training, offer webinars to employees and signpost to specialist support.

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