

## Why Higher Qualifications?

Your staff will be gaining immediately transferrable 'state of the art' knowledge. They will gain an added maturity through self-motivated study, self-discipline and independence. By investing in your staff, they will become highly motivated and committed stakeholders in the business.



## But my staff will leave when they've got their new qualifications!

It's a common belief that this will happen, yet it's proven the opposite is true.

The reality is, if you invest in your staff, they are more likely to stay. So you are more likely to retain a valuable asset, and to gain the business opportunity that the higher-level skills provide.



**“By sending my staff to study a course that is relevant to their work we're not only improving their skill levels, but increasing dedication and motivation within the team. In ten years, only four members of staff have left the company; staff loyalty is very high because of our belief in continuous training.”**

Martin Walsh, Martin Walsh Associates.

Apprentices  
go **Higher**

Aim higher...



[www.apprenticesgohigher.org](http://www.apprenticesgohigher.org)

the sky's  
the limit...



[www.apprenticesgohigher.org](http://www.apprenticesgohigher.org)

# ...for your business

## Apprentices go Higher

### What are Apprenticeships?

First introduced in 1994, Modern Apprenticeships were purpose designed to fill the need for training for young people. Whilst the word 'Modern' may have been dropped this year, the levels of qualification remain ~

**Apprenticeship at Level 2** and **Advanced Apprenticeship at Level 3**. At Advanced level the Apprenticeship is equivalent to A levels.

The content was determined in conjunction with the relevant **Sector Skills Council** to ensure that they provide what employers demand in a particular job, meaning the training is relevant and specifically tailored to the needs of the respective sector.

Apprenticeships consist of an **NVQ** at the appropriate level, **Key Skills**, again at the appropriate level for the job, and a **Technical Certificate** to give the underpinning knowledge.



**“We all know that your people are your greatest asset, but this is only ever true if your people have the right skills to do their jobs. Untrained people are your greatest liability.”**

Geoff Matthews, Head of the Honda Institute, Honda UK

### Why should you take on an Apprentice?

Apprentices will be motivated young people who have had to prove that they have an appropriate standard of ability before starting training. And by offering an Apprenticeship, instead of a job with no training, employers will find that they are more able to recruit and retain capable employees.

Because they gain the appropriate skills and knowledge required by the particular skill area,

they will be more able to do the job, which will improve productivity.

They will also be encouraged to work harder and more effectively when you are investing in them.

Apprenticeships will also ensure that you are investing in your business's future and Apprentices will be acquiring the up-to-date skills that your business will need to remain competitive.

**“The Apprenticeship system is absolutely crucial, absolutely essential, not just for the future of young people in our economy, but for the future of our economy as a whole”**

Gordon Brown, May 2004, The Yorkshire Post

### Don't stop at an Apprenticeship

There are now a great number of part-time higher-level courses available for your staff, many have been written with Apprenticeships in mind.

HNCs and HNDs have been around for many years, but a new type of Higher Qualification was launched in 2001 – **the Foundation Degree**. These are tailored to the needs of business and are designed around National Occupational Standards at Level 4.

All of these qualifications can be gained in local colleges or universities on a day-release or evening only study basis, or through a combination of both these options. Some are also available through distance or e-learning.

[www.apprenticesgohigher.org](http://www.apprenticesgohigher.org)