



*in partnership with*



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## Training News

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### We are in business! Ways of supporting the cost of your training

Portsmouth and S.E. Hants Chamber of Commerce and Moore Associates Hampshire Ltd, have developed a partnership aiming to deliver top quality training to small and larger companies who are members of the Chamber. Since our launch on March 18th we have been hearing from you and developing training proposals with you.

An area of concern for companies is the cost of training and it is pleasing to see that you think the proposals received represent good value for money.

We have also talked to 'Train to Gain' and they can offer support for the cost of your training if you apply to them for support. We are registered with Train to Gain as a training provider so you are able to use our services to provide your training. Since January 2009 funding has been available to support the needs of smaller businesses.

If you wish to access Train to Gain support contact us and we will work with you to achieve this. Here is the link on the Train to Gain website that tells you more:

[http://www.traintogain.gov.uk/Helping\\_Your\\_Business/extrasupport/More+support+for+small+and+medium+sized+businesses.htm](http://www.traintogain.gov.uk/Helping_Your_Business/extrasupport/More+support+for+small+and+medium+sized+businesses.htm)

### New additions to the training programme

A trainer remarked we are becoming your—'One stop shop for training'

We have added training courses for:

Credit Management

Marketing and Sales

Health and Safety

If there is an area you need training in, contact us and we will help you get that training.

### How we work for you

When you contact us through a website booking, expression of interest or by phone we aim to get back to you quickly to discuss your needs. We can then adapt our course to include particular aspects you have mentioned. For an in-house training proposal we will discuss your specific needs and send a proposal that covers them. Our trainers are briefed as to the contents of the proposal so that their training develops your skills and knowledge.

We are also currently working to further develop the information on the website about the courses but if you want to know more, do give us a ring or send a question through the website 'contact us' so that we can explain the training you are interested in. We look forward to developing good working relationships with you and supporting your training needs effectively in the future.

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### Moore Associates Hampshire Ltd

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### Special points of interest

- ☺ Support for training costs
- ☺ Investors in People
- ☺ Selling
- ☺ Education



# Investors in People back Training

After reading our first edition, we were contacted by Alex Williams at Business Links Surrey who sent us an article that showed the views of Investors in People concerning training and the comments of the Innovation, Universities, Science and Skills Committee's report about investing in new skills. Their report has found that 'investing now in building new skills will put the UK in a much stronger position as the market recovers.'

**Trish Fraser, Managing Director of Quality South East, the Investors in People centre for the region,** commented:

*"As the recession bites, we are urging the South East's employers not to cut spending on staff training, which is reported to be some £38 billion a year in the UK. This report emphasises that employers must be persuaded that training is essential to the survival of their company. The economic climate makes it imperative that skills levels are raised. As the country comes out of recession, we will need people who can pick up the range of jobs that will emerge at that time. People may find that their previous role no longer exists so they will need different skills; now is the time to be training and preparing for the upturn."*

Leaders of industry who have experienced downturns before tell us that the companies that did invest in their staff saw the most dynamic recovery with 'new skills' supporting the development of new products and services.

**Trish Fraser provides her top tips** to help companies think about how they can develop their staff cost effectively:

- Prioritise training needs. Instead of cutting the budget on all training, think about which is essential for the organisation's development and which is desirable.
- Training does not have to be conducted by a specialist provider. People within an organisation that have received training are often very well equipped to deliver it and share best practice, which is also an empowering experience for employees.
- Development does not just mean training. Think about employees' roles and how their skills can be broadened through learning on the job.
- Allow employees flexible hours to pursue their own interests or to volunteer. Both can lead to on-going development, as well as helping staff to feel appreciated, without a cost to the employer.
- Following major reorganisations, many people are being asked to cover new and expanded roles but it is important that employees do not feel new responsibilities are being forced on them. Helping staff to feel motivated to test themselves will maintain productivity.
- Managers must help employees get to grips with new situations and challenges they are facing. Low morale and a lack of skills will ultimately impact the bottom-line in both the long and short term.
- Look at subsidised courses. Government grants are available and it is worth investigating the help that is out there.
- Online courses, whether bought in or developed in-house, can be very cost-effective. Employees can work at a time to suit them and do not have to spend days out of the office.
- Good communication is essential; encourage staff to talk to each other and share ideas. It may be that an employee has discovered an ingenious way of overcoming a problem that his colleagues are struggling with.

**Investors in People** can help your company gain recognition for the work it does. For more information : [www.qse.org.uk](http://www.qse.org.uk) or [www.investorsinpeople.co.uk](http://www.investorsinpeople.co.uk)

## How will they find us?

In today's market place - just like any other time, few organisations have customers beating a path to their doors. And in most cases potential customers would not even know that some organisations exist.

Everyone is looking for value for money. Does that mean cheapest? Not necessarily so, but without asking the Customer, how will you know? It's true that today most people are watching the pennies when it comes to buying products and services. Yet most recognise the false economy of always buying cheapest, especially when those products and services are passed on down the supply chain.

Reputations are everything, Brands have value and in a tough market Customers need to trust their suppliers and service providers more than any other time. This is true for all business sectors whether the market is directly to the consumer or to other businesses.

So what can we do to increase profits, improve turnover and raise the business profiles? Well, all aspects of the marketing mix are just as important today as ever and so it comes down to what will you do and what can you afford to do. Or maybe even what can you afford not to do. Our suggestion starts with how you can utilise the following four areas in your marketing approach:-

High Technology  
Low Technology  
No Technology  
Ruthless and unashamed

Use High Technology to get the message to your customers and prospects? One cost-effective way is to use email campaigns but please remember how much of your Customers time is wasted on their inbox!

Low Technology: The telephone is still a great way of keeping in touch with your Customers and with the Internet providing low cost call rates it's better to speak with those who can buy from you and discover their current position regarding future prospects.

No Technology is a tough one as most aspects of business processes involve the use of some kind of technology but even something as simple as a balloon can carry an effective marketing message to the right prospects.

Ruthless and unashamed: Tell everyone you meet what you and your organisation is about. Give them a business card at least (and don't forget the advertising space on the back of the card). You never know where you might meet the Customer that can make a difference to the business in today's climate.

Regardless of what you do TAKE ACTION!! Sitting back and waiting for the world to turn is unlikely to bring a successful result. The way to secure the future is to create it.

Ian Headon, a specialist in marketing, supports our training courses and workshops.

Have you completed the HR questionnaire? Please do and let us know your needs

Question: What sort of Excel courses do you offer?

Answer:

We offer tailor made courses that will cater for the beginner, the intermediate and the advanced user. Trainers adapt their training to support the needs of the Companies and they provide a follow-up session to help with any queries that may pop up.

Contact us for more information about our IT training





### **Education update:**

We have just received a visit from an Oslo school to introduce them to 'Assessment for learning' in our Junior schools. Eight schools in the Portsmouth area, including a Chamber member Cowplain Secondary School, and the Pompey Study Centre hosted visits of teachers and introduced them to aspects of teaching and learning.

Jar Skole was impressed by the enthusiasm of the pupils and teachers and the respect and care they showed in their respective schools. Mike Johns from the local authority gave a presentation on the work done in Portsmouth on 'Assessment for Learning' which was well received and appreciated by our guests.



### **Developing a new approach to Management**

People leave managers, not companies. Most of us who have been in a management role, whatever the organisation, will recognise the truth of this. High staff turnover, poor morale, and leaden performance are all consequences of poor management. Even in good times the consequences of poor management abound in lost opportunities, costly mistakes and the perpetuation of a culture that saps creativity and initiative. In the present climate of redundancies, reduced resources and low resilience of remaining personnel, the role of manager, at any level in the organisation, is even more vital.

Yet factors affecting performance point to recurring themes. Are objectives and expectations clear? Are the right resources provided? Are strengths matched to desired outcomes? How do I care for and develop my people? Although these are simple headings, they are not simple to fulfil and foundations can always be reinforced. Take the first big one: clarity of objectives - how well are successful outcomes defined? How do these fit in with the wider objectives of the company? How specific is feedback to allow for correction and development? Organisations can fall down in these areas, preferring catch-all competencies and performance indicators that become meaningless, and clumsy feedback that neither educates nor inspires.

Now is a great time to start a change programme. Ask yourself to what extent the recurring themes (not exhaustive) above are manifest for the people in your organisation. Always crucial to performance, great management is now key to survival.

**Helen Battersby** trains and is a coach to Managers and Directors. She is working with us to develop our leadership and management courses.