

The employability and skills landscape - a business perspective

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Presentation outline

- Why is the Enterprise and Employability agenda so important for business?
- The employment and skills landscape
- The employers' prism
- What are the people priorities in business?
- How do your programmes support employers' priorities?
- What do employers want from their engagement with you?
- Some final thoughts

Why is the Enterprise and Employability agenda important for business?

- Businesses will be most successful if they operate in an economically vibrant society
- Young people are our future employees, customers and suppliers
- It is important that the transition from education to work is as seamless as possible
- Employers miss opportunities by always recruiting from the same pools
- Engagement with the community can provide an innovative way of motivating and developing their current employees
- Business can provide a unique perspective on Enterprise and Employability
- The above apply equally to the private, public and voluntary sectors

BUT...

The Employment and Skills landscape

- There are a lot of publicly funded and supported schemes, initiatives and programmes to support employers
- ...but many employers say it is too complicated and difficult for them to engage
- Divergent systems across the UK
- The system is jargon-filled
- The system is largely structured/funded through a policy prism
- Employers look at the employment and skills landscape through a business drivers prism

Some of the organisations in Scotland that support employers in developing talent and skills

Business Gateway

Private training providers

Alliance of Sector Skills Councils

SQA

Skills Development Scotland

Jobcentre plus

Learndirect Scotland

Scottish Enterprise

Careers Scotland

Local Authorities

Chambers of Commerce

Highlands and Islands Enterprise

SCQF

Colleges and universities

Talent Scotland

National Skills Academies

STUC

FSB

Sector Skills Councils

What employability and skills issues are important to employers?

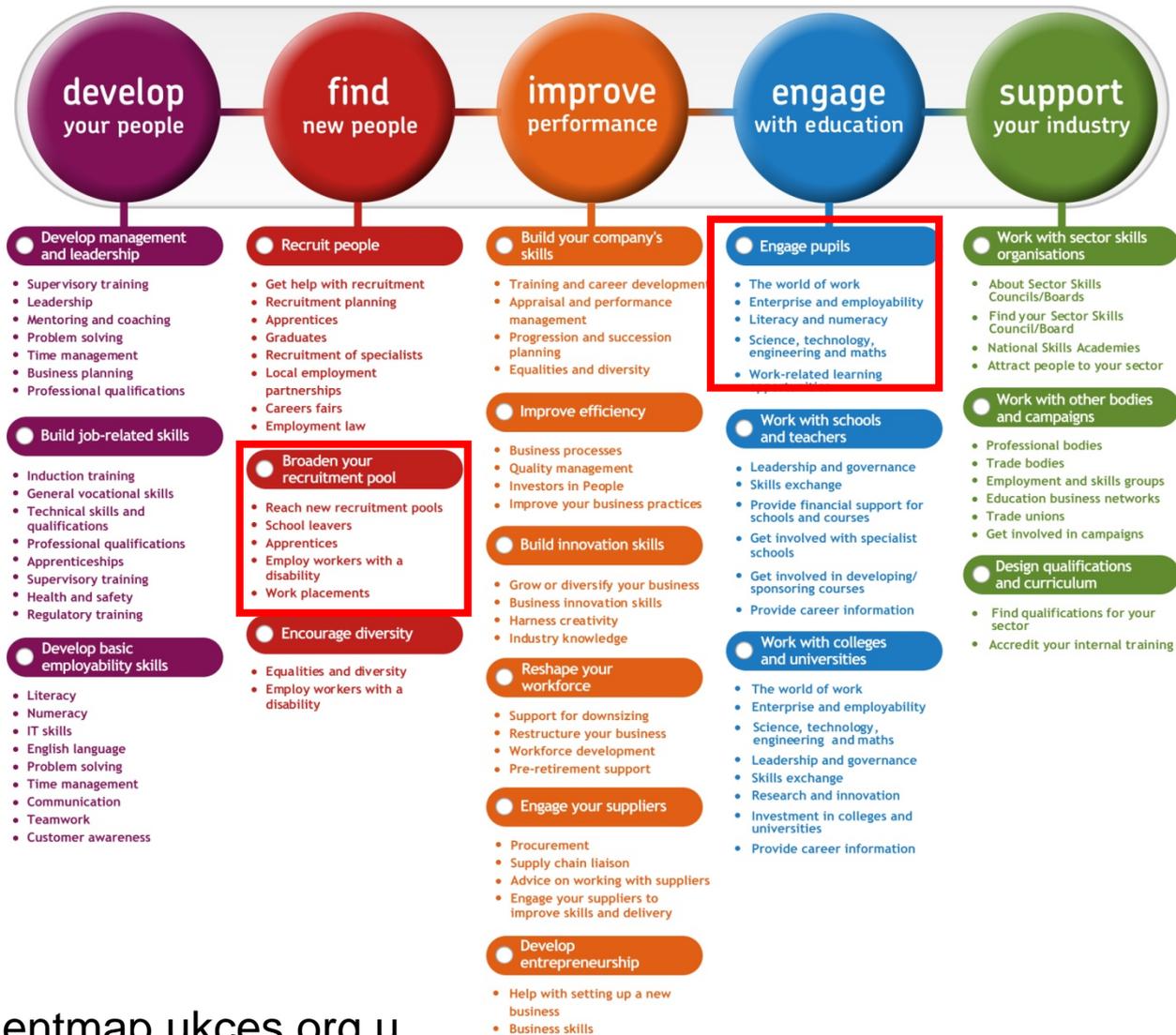
- People development (at every level in the business)
- Recruitment (find the best people)
- Business performance (business processes and organisational structured are effective)
- Links with the education system and broader community (recruitment, CSR, knowledge)
- Sector attractiveness (short, mid and long term)

The employers' prism - talentmap

The entire talent and skills landscape is summarised across these 5 high level themes



The full framework (3 levels)



The full framework (3 levels)

Broaden your recruitment pool

- Reach new recruitment pools
- School leavers
- Apprentices
- Employ workers with a disability
- Work placements

Engage pupils

- The world of work
- Enterprise and employability
- Literacy and numeracy
- Science, technology, engineering and maths
- Work-related learning opportunities

About the framework

- The talentmap framework was developed with employers, brokers and intermediaries
 - It is built using language that employers use
 - It is designed to work for all employers, large or small; public or private; and from any sector
 - Based around 5 themes it helps employers consider the broad range of talent and skills interventions that might help their business
 - The themes are in a logical order, encouraging employers to work across the framework from left to right
- Employers can use the components of the framework as building blocks to develop their business' plan for talent and skill
- The framework can be used by advisers/brokers to help employers identify gaps in their current plan
- The framework has been developed so that you can work across as well as within the themes

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So how do your programmes support employers' priorities?

- Recruitment
 - Broadening of the recruitment pool
 - Supported placements
- Employees
 - Unique, rich and cost effective staff development opportunities
 - Leadership development opportunities – same skills, different context
 - Improved staff motivation and retention
- Reputation
 - Enhanced reputation in the local community
- Societal
 - An opportunity to help “future proof” the economy

What employers want

- Employers like you to...
 - Consider how engagement might help the business
 - When engaging a business, be clear about what you want
 - Consider how all stakeholders might benefit – individuals, employers, educators, support staff etc.
 - Speak their language
 - Develop a real, deep partnership
- Employers don't like:-
 - Lots of publicly funded organisations/individuals knocking on their door with “similar” asks
 - Jargon
 - Feeling as if they are being passed from pillar to post
 - To feel let down

Some concluding thoughts

- It would be ideal for businesses to have a single national/local point of contact whose role was employer engagement across the employability agenda
- Some companies have operations which span more than one Local Authority area
- Different types of company have different priorities when it comes to engaging with this agenda
 - Small hi-tech life sciences business v supermarket chain
- Can your ask of employers be framed in more “business-friendly” language?
- Do you lever value from across your Local Authority?

Thank you