



# Training and business support for the service industry

Designed by business people, for business people



## Find talented staff today – for FREE!

Finding new staff can be a costly business. But with our careers and jobs websites – Hospitality Guild and Careers that Move – you can advertise your vacancies without paying a penny!

We have over 50,000 registered users, all of whom are looking for lasting careers in the hospitality, passenger transport, travel and tourism industries. When you sign up as a Good Employer, you'll be able to display your vacancies to them for free.

And that's not all. With our 'talent search' service, you'll be able to search for CVs of people who are actively looking for work and contact them, while our interactive career maps and training guides will help you create development plans for your existing staff too.

### Sounds good? Sign up today!

If you're a hospitality, leisure or tourism business, visit: [www.hospitalityguild.co.uk](http://www.hospitalityguild.co.uk)

If you're a passenger transport or travel business, visit: [www.careersthatmove.co.uk](http://www.careersthatmove.co.uk)



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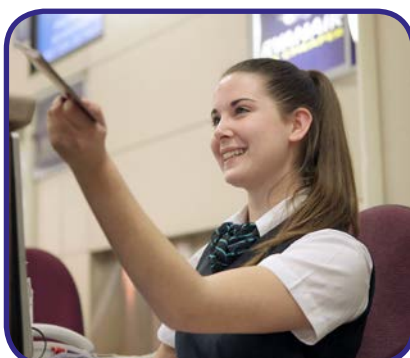
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### A wealth of expertise

At People 1st, we've been helping businesses become more competitive for over 40 years.

As the leading skills and workforce development charity for employers in the hospitality, tourism, leisure, travel, passenger transport and retail industries, our programmes and services are based on world-class research into the skills and training that service-centred businesses need.

When you buy any of our products, the profits are reinvested to develop great solutions for your industry, not paid in shareholder dividends or bonuses as in many private companies.

### Outstanding reputation and value

We specialise in trainer training, management and leadership, apprenticeships, research and customer service training. All of our trainers and consultants are quality assured, and have been tested on their ability to deliver top-quality programmes.

Not only have we gained an exceptional reputation for delivering the best nationally-recognised customer service and 'train the trainer' programmes, but competitor analysis shows that we are one of the best value providers in the service industry.

Our total commitment to quality, value for money and flexibility is at the core of everything we do.

### A flexible approach to people development

Our flexible approach will make sure we meet your needs and deliver maximum return on investment.

Whether it's sending your staff on an open programme through our network of licensed trainers, undertaking employee surveys and training needs analysis, delivering in-company training or developing a bespoke programme to complement your existing in-house training, we'll make sure our services work for you and provide a maximum return on investment

### Our programmes and services cover the following areas:

- Pre-employment training
- E-learning
- Apprenticeships
- Customer service
- Management and leadership
- Female talent development
- Train the trainer
- Business growth for SMEs
- Outsourcing your learning and development
- Training accreditation
- Talent management

### How we deliver

Our training programmes are delivered through our network of experienced trainers and consultants. The National Skills Academy for Retail is also a part of People 1st, and a number of our programmes are available through its nationwide network of expert skills shops.

## Contact us:

To find out how our internationally-recognised solutions could help your business, contact us today:

**Telephone:** 020 3074 1212

**Email:** [enquiries@people1sttraining.co.uk](mailto:enquiries@people1sttraining.co.uk)

**Website:** [www.people1sttraining.co.uk](http://www.people1sttraining.co.uk)

**Twitter:** P1stTraining



# Pre-employment training

Finding entry-level staff with the skills and attitude to hit the ground running can be a real challenge for businesses. That's why we've developed programmes that set a national standard for pre-employment training.



## Employment 1st

This exciting and highly successful training programme prepares people for their first role in the service industry, and covers the core skills employers have told us they need – including specialist knowledge like health and food safety, customer service, sales, communications and IT.

Ready-made versions of the Employment 1st programme are available for the hospitality and passenger transport industries and it can also be adapted to meet the needs of any other service-related industry.

The hospitality version of the programme also leads to a nationally-recognised qualification – the Level 1 Award in Introduction to Employment in the Hospitality Industry.

You can use the programme in two ways. You can incorporate modules into your induction process, enabling your entry-level staff to gain a recognised qualification, or you can ask your training provider to deliver it for you. Funding may be available when the training is delivered by Jobcentre Plus or colleges – contact our advisers for more details.



**Employment 1st was awarded the 2012 Inspire Mark by the London Organising Committee for the Olympic Games and Paralympic Games, (LOCOG) for its role in contributing to the legacy themes of London 2012.**

## Get involved:

- Incorporate Employment 1st into your induction programme
- Contact your local college to recruit staff trained to Employment 1st standards

### Retail Works

Developed by the National Skills Academy for Retail, in partnership with leading retailers including John Lewis and The Entertainer, these tried-and-tested programmes give people the knowledge and skills needed to gain a job in the retail industry.

**There are three Retail Works programmes:**

- **Retail Knowledge (Level 1)**

Covers topics including: the business of retail, customer service, the selling process and the role of individuals and teams in a retail business.

- **Retail Employability and Personal Development Skills (Level 1)**

Covers topics including: preparing for and learning from interviews, communication skills, time management and problem solving.

- **Retail Knowledge (Level 2)**

Covers the topics from the Level 1 programme in further detail, and also includes content on security and loss prevention and handling customer payments.



The Retail Knowledge programmes can also result in a nationally-recognised qualification – the Award in Retail Knowledge – at either Level 1 or Level 2.

Like Employment 1st, the Retail Works programmes can be incorporated into your existing induction programme, or you can ask your local training provider to deliver them for you. We can also put you in touch with your nearest National Skills Academy for Retail Skills Shop that delivers the programmes.



**“90% of Retail Works learners we recruited for our new John Lewis department store were still in employment with us 18 months later.”**

*Store Manager, John Lewis, Highcross Shopping Centre, Leicester*

### Get involved:

- Incorporate Employment 1st or Retail Works into your induction programme
- Contact your local college or skills shop to recruit staff trained to Employment 1st or Retail Works standards

### Employment Academies

If you have a number of entry-level vacancies to fill, our Employment Academy service is an effective and stress-free way to find pre-trained staff. It's perfect for new openings, or if your business is expanding.



Here's how it works: you give us details of your opportunity, types of individuals you wish to recruit, roles available and recruitment plans. We then arrange a two-week 'Employment Academy' with one of our training providers, where candidates receive the relevant Employment 1st or Retail Works training.

We'll broker the whole process for you, so there's no need to deal with funding, JobCentres or training providers. All you need to do is guarantee an interview for each successful candidate and you'll get a pool of ready-trained people to choose from!

### How Employment Academies worked for Yeo Group

Yeo Group, which operates two established hotels in Felixstowe, Suffolk and recently opened a further two, saved more than £5,000 in recruitment costs by using an Employment Academy to find staff for its latest openings.

Melissa Bloom, HR manager at Yeo Group, says: "The Employment 1st programme was a great option because it allowed us to interview graduates that had received some sort of hospitality training and had a proven interest in working in the sector before joining our Group."

"The whole partnership with People 1st worked incredibly well and, as we had an established relationship with LimeSkills (the training provider) and knew the quality of the Employment 1st programme, we trusted the level of training our candidates were going to receive."

"On average, we saved about £500 in advertising fees for each front of house and admin staff member, while we saved 10 percent of a chef's salary that would otherwise have gone in agency fees."

### Get involved:

- Contact our team to find out how an Employment Academy could help you find pre-trained staff

*Please note: The ability to set up Employment Academies will be dependent on regional funding availability – contact our team for more details.*



# E-learning

Looking for a quick and simple way to get your staff up to speed with their compliance training? Our online programmes offer an effective, flexible and convenient way to give your staff the knowledge they need to keep your business legal.

## Online compliance training

We offer compliance e-learning programmes in the following areas:

- Health and Safety (Level 2)
- Foundation Food Safety (Level 2)

Using stimulating, interactive exercises, they provide a cost-effective alternative to low-budget compliance training courses, which often have poor uptake and low success rates. Almost three-quarters (71%) of employers currently use some form of e-learning in their workplace learning (CIPD, 2009).

Our e-learning programmes can be tailored to your business and can be used by businesses of all sizes. Your staff are continually assessed throughout the course, and training records are automatically produced and updated, helping you track your team's progress and print certificates for staff records.



**“Training online has meant more than vast financial savings. We have been able to do everything we needed to in record time and still save thousands of pounds – it’s been a pure win-win situation.”**

*Patrick Lippett, Operation and Training Manager, YO! Sushi*

## Customer service e-learning

If you want to give your staff an introduction to excellent service skills or just give them a helpful refresher, our online customer service programme, WorldHost Insights, could be ideal. See page 13 for more details.

## Get involved:

- Contact our team for a quote and find out how our e-learning programmes could help you deliver fast, efficient and effective compliance training

# Apprenticeships

Apprenticeships are becoming an increasingly important route into work for young people and they offer lots of benefits for businesses too. Apprentices add value, create motivated teams and quickly pay for themselves. If you're thinking about employing apprentices, or would like to explore new ways to use apprenticeships in your business, we can help!

## Hospitality Apprenticeships

Through our network of accredited providers, we are able to offer nationally-recognised apprenticeships, delivered on a local level. We will also support you with the advertising and recruitment process!

We offer a range of industry-recognised apprenticeship and modern apprenticeship frameworks, including:

- Level 2 Professional Cookery
- Level 2 Food and Beverage Service
- Level 2 Food Production and Cooking
- Level 2 Hospitality and Catering
- Level 2 Front of House Reception
- Level 2 Housekeeping
- Level 2 Hospitality Services
- Level 3 Hospitality Supervision and Leadership
- Level 4 Hospitality Management
- Level 5 Leadership and Management

We can offer a modern approach to apprenticeship delivery with online access to training materials, a more traditional approach with classroom learning and anything in between. No matter what your business needs are, our solution will be tailored to meet them.

“For me, I wanted to go to the top and the Apprenticeship in Retail was just the beginning. It put me on the path to a great career.”

*Theo Paphitis, Star of BBC's Dragons' Den;  
Chairman, Ryman Stationery and  
Owner, Boux Avenue*

## Retail Apprenticeships

Are you running a retail business and have a gap in your workforce that could be filled by apprentices? Our quality matching service, run in partnership with the National Skills Academy for Retail, is an easy and effective way to find the right apprentices for the job.

Through the National Skills Academy for Retail's network of skills shops, we have contact with the best retail apprenticeship providers in the UK, and can give you the support you need to find apprentices. We'll find the right provider for you and broker the whole process – we'll even help you with the interview and selection process too!

We currently offer support for the following apprenticeship frameworks:

- Level 2 Retail Apprenticeship
- Level 3 Advanced Apprenticeship in Retail (Sales Professional)
- Level 3 Advanced Apprenticeship in Retail (Visual Merchandising)
- Level 3 Advanced Apprenticeship in Retail (Management)

Leading brands including Debenhams, Aldi, TK Maxx and others have already benefitted from this service – why not see what it could do for your business?



### Case study: The Orchid Group

Motivated teams, award wins and great customer service are just some of benefits that pub and restaurant company, The Orchid Group, has experienced from using apprenticeships. Its apprentices even delivered an impressive 51% sales boost during their 'apprentice takeover' challenge in October 2013!

"Using People 1st's online apprenticeship solution has really helped us to drive our apprenticeship schemes forward," says Tracy Read, head of development and communications at Orchid. "Because it can be done online, our apprentices have no need to physically go to college – they can do the course when it suits them.

"We have found using the online portal much easier than traditional apprenticeship delivery and feedback from the apprentices themselves has been positive at all times. Without question, I would recommend it to other businesses."

**“We’ve seen great benefits to using apprenticeships. Our apprentices give us youthful inspiration – they’re full of energy and bring great ideas to the table. Our trainees of today are tomorrow’s head chefs.”**

Leroy Allen, Head Chef, Moleface Pub Company



### Get involved:

- Contact our team to discuss how we could help you find and deliver apprentices for your business



# Customer service

Did you know it costs five times more to attract a new customer than it does to keep an existing one?

If your staff have direct contact with customers, making sure they've been trained in customer service is vital. In fact, 88 percent of service based businesses say customer service is the most important skill they need in the next five years. If you want to be proud of the service you offer and boost your bottom line, we can help.

## WorldHost customer service training

At People 1st, we want to transform the UK's welcome – that's why we introduced WorldHost customer service training to the nation!

WorldHost programmes are modern, interactive and energetic – they'll really help your people learn and remember the basic principles of great customer service. Using a mixture of activities, DVD and CD scenarios and discussions, we'll give your staff all the skills they need to make your business stand out from the competition.

We've already trained over 150,000 people in the UK, including thousands of staff and volunteers at the London 2012 Olympic Games and Paralympics who helped the UK rank in the global top 10 for welcome for the first time ever!

Your staff could also achieve a Level 2 or 3 qualification by completing WorldHost programmes – contact us for more information on accreditation.



### WorldHost programmes include:

- **The Principles of Customer Service (one-day programme)**

Train your front-line staff to deliver a great experience that will keep your customers returning (specially-tailored version for retailers also available).

- **Service Across Cultures (half-day programme)**

Give your staff the skills to communicate effectively with customers from different cultures and backgrounds.

- **Customers with Disabilities (half-day programme)**

Give your staff the knowledge and confidence to provide a warm welcome for disabled customers and become a business of choice for this important market.

- **Ambassador Workshop (half-day programme)**

Boost your staff's local knowledge and deliver an all-round service for customers and visitors (also ideal for volunteers at major events).

- **Sales Powered by Service (half-day programme)**

Transform your staff into effective sales professionals who not only listen to your customers' needs, but maximise on them!

- **WorldHost Insights (online programme)**

Give your staff an introduction to excellent customer service with our interactive, 90min e-learning course. Ideal for new starters and temporary staff or as a refresher course.

- **Frontline Management Solutions – Retail (one-day programme)**

Increase the effectiveness of your front-line managers and leaders. This programme is designed specifically for retailers.

- **Principles of Supervising Customer Service Performance (one-day programme)**

Give your managers and supervisors the knowledge and coaching skills to create a real customer service culture in your business.



“Overall sales went up by 10% after our WorldHost training, which shows the effect that the right customer service programme can have on the bottom line.”

*Joy Reed, McArthurGlen Cheshire Oaks*

“The best customer service training programme I have attended. Every single member of the team has increased their understanding, knowledge and overall skills.”

*Robert Nobbs,  
BEST WESTERN Heath Court Hotel*

## Get involved:

- Recruit staff members that already have WorldHost certificates
- Enrol your team members in an open programme
- Book an in-house programme with one of our network of licensed trainers
- Become a licensed trainer and deliver WorldHost training to your staff (see page 14)
- Train at least 50% of your front-line staff and become a WorldHost Recognised Business

### Become a licensed WorldHost trainer

No one knows your business better than your own people and we can train your staff to deliver the WorldHost programme in-house. By successfully completing one of our Train the Facilitator programmes, your own trainers will be able to deliver the programme to your teams – providing a cost-effective solution to get your people trained to WorldHost standards.

#### WorldHost 'Train the Facilitator' Programme

Our Train the Facilitator programmes license your trainers or managers to deliver one or all of the WorldHost programmes. Once they've successfully completed their programme, they'll be able to deliver the relevant training to your staff and purchase WorldHost workbooks, pin badges and certificates from us.

- **Principles of Customer Service – Train the Facilitator (three-day programme)**

Learn to deliver the WorldHost Principles of Customer Service programme.

- **'Complete the Suite' (one-day programme)**

Learn to deliver the remaining WorldHost programmes – Service Across Cultures, Customers with Disabilities, Ambassador Workshop, Sales Powered by Service, Frontline Management Solutions – Retail and the Principles of Supervising Customer Service Performance.

*Please note: trainers will need to gain their Principles of Customer Service licence before they are able to attend the Complete the Suite programme.*





## Case study: Aspen Healthcare

Since training over half its staff with WorldHost customer service programmes, the Aspen Healthcare group has increased patient satisfaction to 96%. It has also seen three of its hospitals top the national 'friends and family' ranking for A&E and in-patient services for six out of the past eight months, with scores as high as 100%.

Aspen took full advantage of the 'train the facilitator' option – 22 'customer service champions' from across its hospitals and clinics were trained as WorldHost trainers. They then rolled the training out to employees within their own hospitals.

"The opportunity to train our own facilitators is one of the reasons why we chose WorldHost," explains Helen Kalyan, Aspen's group HR director. "There's a very good framework to work within, but there's enough of an opportunity for our facilitators to personalise it and make it relevant to our business.

"We have always had strong patient satisfaction rates but have definitely seen an improvement since undertaking the WorldHost training. We're thrilled with the results!"



**“We have definitely seen an improvement since undertaking the WorldHost training. We're thrilled with the results!”**

Helen Kalyan  
Group HR Director, Aspen Healthcare

## Get involved:

- License your trainers to deliver the WorldHost programmes

### WorldHost recognition scheme

If you really want to stand out from the crowd, you can join our national campaign to boost Britain's customer service by becoming a WorldHost Recognised Business!

WorldHost recognition is the 'must have' badge for customer service. It's a great way to attract new customers, and make sure your current ones keep returning.

Once you train a minimum of 50% of your front-line staff using any of our programmes\*, you'll be able to apply for your recognition status. We'll send you an official certificate and stickers to show off in your business and a badge for you to display on your website. You can even purchase an impressive steel plaque to show off your achievement.

We'll also feature you on our website – helping you to shout about your brilliant customer service. Your WorldHost recognition certificate is valid for two years and can be renewed by completing a refresher course.

### Destinations can get WorldHost recognised too!

Your destination can gain WorldHost recognition once 25% of the local businesses have become WorldHost recognised. You can lead the project yourself, or work in partnership with your local enterprise partnership, business improvement district, town centre manager or local council, and it's a great way to get your area on the tourism map.

Locations like Liverpool, Derry-Londonderry, Herm Island and John O'Groats have already achieved recognition, and areas including Aberdeen and Hastings are well on their way to joining them. Get the recognition you deserve!

*\*Excluding WorldHost Insights*



“Monarch Airlines is proud of its long history of providing an outstanding customer experience, and is delighted to be accredited as the world's first airline to achieve WorldHost Recognised Business status and set a benchmark for the industry.”

*Andrew Swaffield  
Managing Director, Monarch Group*



“ The increased levels of customer service engendered by the WorldHost programme have been crucial to enhancing the overall Northern Ireland visitor experience. Derry-Londonderry’s dedication and innovation in customer care has certainly raised the bar for the rest of Northern Ireland and I would encourage our other destinations to follow their example. ”

*Arlene Foster,  
Minister of Enterprise, Trade and Investment, Northern Ireland*

“ Becoming an official WorldHost destination is the perfect opportunity to increase the skills of our own people and those who are working in the visitor economy. ”

*Joe Anderson, Mayor of Liverpool*

“ We are passionate about service standards and are incredibly proud to have achieved WorldHost Recognised Business status. The training has really helped our staff see themselves as ambassadors for the centre. ”

*Ian McLelland  
Director, East Kilbride Shopping Centre*

“ Herm Island enjoyed record levels of revenue after becoming a WorldHost Recognised Destination. We also received significant positive comments from guests that have visited the island for many years, who noticed the excellent levels of customer service the team now delivers. ”

*Jonathan Watson  
Director of Hospitality, Herm Island*

## Get involved:

- Train at least 50% of your staff to WorldHost standards and apply for business recognition
- Contact our team for ideas and support on how to get your local area WorldHost recognised
- Find WorldHost Recognised Businesses and Destinations in your area at [www.worldhost.co.uk](http://www.worldhost.co.uk)



# Management and leadership

Your managers are your champions. You rely on them to inspire and develop your staff, reinforce your company values and, ultimately, lead their teams to deliver results. Yet almost half (47%) of service sector businesses say their managers' skills need improving more than any other group.

Our management and leadership programmes will give your people the skills they need to become confident, capable and efficient managers – so you can be sure that your staff (and your business) are in safe hands!

## Management 1st

This programme helps first-time managers get to grips with the basics of managing a team – from coaching and communication skills to effective listening – so they can take that all-important step from being 'one of the team' to leading it.

Over four days of training, your staff will learn how to:

- Understand their own strengths and weaknesses, and use them to their advantage
- Create a positive and powerful first impression
- Use communication and listening techniques to manage their team, and build great relationships with managers and colleagues
- Coach and motivate their team
- Deal with conflict and give and receive feedback
- Beat the fear of presenting, and deliver first-class presentations
- Build their confidence and be assertive
- Use negotiation and influencing skills to get positive results

At the end of the programme, they'll deliver a presentation to the rest of their group about how they are going to put what they've learnt into practice at work. They'll be inspired, energised and ready to take their performance to the next level!

## Management 1st – Train the Facilitator

We can train your own people to deliver Management 1st in-house too. By attending this one-day coaching session, your trainers/managers will be able to deliver the Management 1st programme and purchase participant workbooks and certificates from us.\*

*\*Qualifying criteria apply – please contact us for more details*



**“ Every manager we have put through Management 1st has learned something, from understanding how to motivate and coach others to improving how they manage performance. The networking between managers on the programme is immensely valuable too. ”**

*Liam Dolan-Barr, HR Director, Talarius*

### FranklinCovey's 7 Habits of Highly Effective People

In partnership with FranklinCovey, People 1st brings you the new 7 Habits of Highly Effective People Signature Edition 4.0.

No matter how competent a person is, they will not have sustained lasting success unless they are able to effectively lead themselves, influence, engage and collaborate with others, and continually improve and renew their capabilities. These elements are at the heart of personal, team, and organisational effectiveness.

The 7 Habits of Highly Effective People® Signature Edition 4.0 develops leadership effectiveness at three levels:

#### 1. Individual

- Develop increased maturity, greater productivity, and the ability to manage one's self
- Execute critical priorities with laser-like focus and careful planning

#### 2. Team

- Increase team engagement, morale and collaboration
- Improve communication skills and strengthen relationships

#### 3. Organisational

- Create a framework for developing core values and creating a highly effective culture
- Develop current and high-potential leaders that model both character and competence

Align timeless principles of effectiveness with modern technology and practices by attending this new programme. There are a number of ways you can experience the programme: Open Enrolment Events, a FranklinCovey Consultant delivering within your organisation and Client Certification.



**“When managing employee relations for over 100 members of staff, priorities can often change. The 7 Habits training has been invaluable in helping me to manage the different needs of the business.”**

Natalie O'Dalaigh,  
Human Resources Manager, Dukes Hotel

### Get involved:

- Put your managers through the Management 1st programme
- Train your own trainers to deliver Management 1st in-house
- Book your staff on FranklinCovey's 7 Habits of Highly Effective People open programme
- Become licensed to deliver FranklinCovey's 7 Habits of Highly Effective People

# Developing Female Talent

Women are a huge market for the service industry – research shows that they make 85 percent of spending decisions – but they are still underrepresented in senior management and board roles. Having mixed-gender teams makes good financial sense, and that's where we can help.

The programmes listed below are all part of our 'Women 1st' campaign, which aims to increase the number of women working in senior roles in the service sector, and have been created especially to help you develop your female staff.

## Step Up (five-day programme)

Step Up is for women working in, or taking the step into, junior management roles. Over five days of training (taking place over a number of months), we'll help them transform their leadership abilities, giving them the skills and confidence to move up to the next level.

Your managers will learn how to identify their own strengths and weaknesses, use communication skills to get the best out of their team and make an impact through their clothes and body language. They'll also find out how to beat the fear of presenting and deliver first-class presentations, build their confidence and be assertive, and use negotiation and influencing skills to get positive results.

## Step to the Top (six-day programme)

Taking place over six months, this programme is for women who are already working in senior roles, but are looking to take the step up to board level.

Developed in partnership with the Institute of Directors, Step to the Top will show you how to think strategically and plan your journey to directorship, fine-tune your commercial judgment and build compelling investment cases and lead in a crisis. You'll also find out how to build high performance teams and boards, create and manage strategic alliances, understand board roles and behaviour and find your keys to personal effectiveness.

Our interactive workshops will challenge you and give you a real understanding of the issues that are involved in working at board level, giving you a real edge on your competitors.

“The Step Up training is exceptional and the trainers who deliver the programme are outstanding. We now see the programme as an integral element of our gender diversity strategy.”

*Sarah Lister, Group Talent and Development Director, Merlin Entertainments*

“Step to the Top is one of the best courses I've been on. I'm now thinking and contributing at a more strategic level, my confidence has grown and I've been promoted.”

*Annie Hale, Head of Talent and Resourcing, Manchester Airports Group*



### Women 1st Mentoring Programme

Did you know that 61 percent of women see a lack of mentoring as a barrier to career development?

Through our mentoring programme, we'll match your female staff with a suitable mentor from our pool of volunteers, and they'll be entitled to six one-to-one sessions to help their development.

We can also set up an internal mentoring network for you, and can even train your own people to set up and deliver the programme themselves so you can create a real mentoring culture in your business!

“**My mentor's advice and support has got me to actually take the actions I've been avoiding to move forward in my career. Some of the tips she has given me will stay with me for life.**”

*Kate Clay, Women 1st mentee*

### Women 1st membership

Becoming a Women 1st corporate member entitles you to discounts on all of our training and development programmes for women, as well as cut-price tickets on networking events and conferences, use of the exclusive Women 1st member logo and more!

Individual membership packages are also available for women who want to develop their skills and network of contacts.

Joining the Women 1st network is a brilliant way to demonstrate your business' commitment to diversity and developing women – not to mention that you'll become part of an incredibly supportive and inspiring group of people and organisations!

To find out more about the Women 1st campaign and how to become a member, visit [www.women1st.co.uk](http://www.women1st.co.uk)



### Get involved:

- Put your female managers through the Step Up or Step to the Top programmes
- Encourage your senior colleagues to become mentors, or set up a mentoring network in your business
- Become a corporate or individual Women 1st member
- Visit [www.women1st.co.uk](http://www.women1st.co.uk) to find out more about the Women 1st campaign

# Train the trainer

Excellent training is essential for any business to thrive, but it's not always ideal to use an external company or trainer. Sometimes you just need someone who knows your business, your people, and can deliver an engaging and well-organised training session.

Over the past 40 years, we have developed a reputation for delivering the best trainer-training programmes nationwide. We can give your people the skills to deliver top-notch training, reducing the need to employ external trainers and boosting your bottom line.

Our programmes are all quality assured – your trainers, managers and supervisors will be assessed to a national standard.

## **Practical Training Certificate**

– formerly known as CTA/TS1  
(three-day programme)

Designed for businesses that need practical, on-the-job briefings and training sessions to be conducted quickly and effectively, the Practical Training Certificate provides essential skills for any team leader, manager or owner.

During this three-day programme, your trainers will learn how to interest and motivate their trainees, deliver step-by-step, easy to understand training, coupled with specialist techniques, and set acceptable performance standards for each step. In short, they'll learn how to quickly and effectively raise the performance of their entire team.



## **Group Training Certificate**

– formerly known as GTT/TS2  
(three-day programme)

Our most popular programme, the Group Training Certificate, trains delegates on how to design and deliver effective, interactive training sessions to groups of people.

Perfect for managers, department heads, supervisors and trainers, the Group Training Certificate gives your people all the skills they need to handle learners effectively, structure training sessions and ensure that everyone in the group absorbs information quickly and effectively.

They'll return to your organisation safe in the knowledge that they can write and deliver a great training session for their own team.

**“I found the Practical Training Certificate to be well-structured with clear subject matter that has really benefited my staff. It helps us provide the best level of service and make our business as streamlined as possible.”**

*Angela Barlow, Field Trainer,  
Shepherd Neame*

## **Get involved:**

- Send your managers on an open course
- Book an in-house programme

### Deliver train the trainer in your business

If you want to develop your own internal network of trainers, why not get one of your team licensed to deliver our train the trainer programmes?

Through our Training Practice and Assessment and Training Techniques and Development programmes, your own people can become certified to deliver the Group and Practical Training Certificate programmes to others within your business.



This not only gives your business the flexibility to deliver in-house training across multiple units, but could also potentially save thousands of pounds on outsourcing training.

These programmes are perfect for training HR managers, heads of department, independent trainers and anyone responsible for the performance of others and setting standards.

### Training Practice and Assessment (five-day programme)

At the end of this programme, your people will be licensed Practical Training Certificate trainers. They'll learn the code of practice, marking criteria for assessment and feedback skills. They'll also deliver sessions from the programme, practice marking and receive feedback.

### Training Techniques and Development (five-day programme)

This training licenses your people to deliver the Group Training Certificate programme. They'll learn the code of practice, marking criteria for assessment and feedback skills. In addition, they'll deliver sessions from the programme, practice marking and receive feedback.

### Case study: Steven Edwards

Steven Edwards, head chef at the South Lodge Hotel in West Sussex and winner of Masterchef – The Professionals 2013, is among those who have benefited from our Group Training Certificate programme.

Steven took part in the programme after Exclusive Hotels and Venues, which owns South Lodge Hotel and other luxury hotels, nominated him and some of their other managers to attend. He commented: "I really enjoyed the Group Training Certificate course – I learnt a lot more than I thought I would! It showed me a different way to pass on my knowledge to others and it's been very effective.

"I've put a lot of the techniques into practice since the training, such as making sure I don't rely on PowerPoint too much, and making sure I'm organised before the presentation. It's made my training sessions more focused and time-effective, and I've really noticed a difference in how well my team are picking things up.



## Get involved:

- License your in-house trainers to deliver the Group Training Certificate and Practical Training Certificate programmes

# Business growth for SMEs

If you're running a small business, we know that you probably don't have the resources – or time – that larger companies have to deliver training. But we also know having the right skills and knowledge can make the difference between your business surviving and thriving.

That's why we've worked with hundreds of small businesses to develop short, sharp programmes that help small businesses grow and profit. Check out our range of options below.

### **'Focus on Business' courses**

The Focus on Business courses help small and medium-sized businesses get the basics right – from getting the most out of your marketing to ensuring your business maximises its food sales.

#### **Focus on Bed and Breakfast Profit (half-day programme)**

Make your food production and day-to-day operations as cost-effective as possible. This course covers a wide range of topics, including getting the most from your utilities, cost saving, menu planning, and stock and waste. It will also guide you through the steps to take to make changes.

#### **Focus on Food Profit (half-day programme)**

Get your food sales delivering maximum profit for your business. Focusing on the areas that can make a real difference in a competitive industry, this course covers topics like calculating food profit margins, menu planning and identifying waste to create a stable basis for your business.

#### **Focus on Marketing (half-day programme)**

Learn the principles that will help you maximise marketing returns. This course will teach you simple marketing techniques to enhance your business, including making the most of the internet and social media.

#### **Focus on Sales (half-day programme)**

Increase your business in the area that really counts – your sales income. This course covers a variety of essential topics, including first impressions, marketing, upselling, understanding customer needs and closing sales.

### **Guide to Successful Retailing**

Developed by the National Skills Academy for Retail, the Guide to Successful Retailing programme is specifically designed to support small retail businesses. The programme is made up of three short courses that can be taken separately or purchased as a package:

#### **Retail Business Planning and Finance (half-day programme)**

This course guides you through building a business plan, cash management and monitoring sales to keep your business in a good financial position.

#### **Driving Sales Through Marketing (half-day programme)**

From traditional marketing techniques, like advertising, to social media opportunities, this course will give you the tools you need to drive sales in your retail business.

#### **Buying and Visual Merchandising (half-day programme)**

From window dressing to managing your supply chain, this course will give you tips and tools to help you buy, price and display your stock to attract customers and maximise sales.





### Digital High Street Skills

Our Digital High Street Skills programme, developed in partnership with the National Skills Academy for Retail and Association of Town and City Management (ATCM), will help you get to grips with the basics of promoting your business online and claim your share of the booming Internet market.

Digital High Street Skills is made up of three half-day modules, which can be taken as individual programmes or as a whole package:

#### Understand Your Customer and Digital Marketing (half-day programme)

This module will help you define who your customers are, learn how to put together a marketing and digital strategy and introduce you to the different online marketing channels you could use.

#### Develop Your Business Online (half-day programme)

This module will help you understand what makes a good website, what steps to take to 'get your business online' and opportunities provided by websites like eBay and Amazon.

### Grow Your Business Through Social Media (half-day programme)

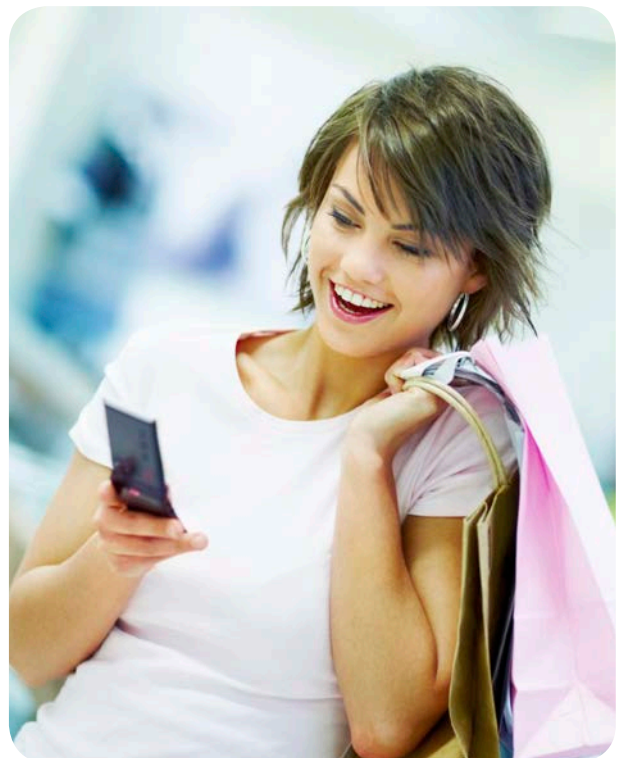
This module will show you how to use social media channels like Facebook, Twitter, LinkedIn, Pinterest and YouTube to promote and grow your business.

Whether you're completely new to the online world or just want to learn how to use it better, we'll take you through the process step-by-step and build your confidence, so you can start making the Internet work for you and your business.

You could get a nationally-recognised qualification by completing all three modules and, if getting online adds only one extra sale per day, you could gain an extra £600 per month!

**“Sales have grown by over 10% since completing the Digital High Street Skills course. It has opened my eyes to the importance of social media in promoting my business to new and existing customers.”**

*Martin Duff, Director, Randalls Fine Jewellery*



## Get involved:

- Attend an open programme
- Train your own trainers to deliver these programmes
- Visit our online resource for SMEs – **[www.mybusiness1st.co.uk](http://www.mybusiness1st.co.uk)** – for more advice and tools to help you start, grow and develop your small business

# Outsource your learning and development

If you want to get the competitive advantage that investing in your people gives you, but don't have the time or resource to put a plan in place, our outsourcing service can help!

We'll do the legwork for you – reducing your costs, increasing efficiency and taking care of your day-to-day training needs.

With over 40 years' experience supporting businesses through training, you can be confident that your staff's learning and development is in good hands; which means that you can concentrate on growing your business.

### Our services include:

- Managing training projects
- Acting as your training manager
- Developing and managing your annual training plan
- Delivering induction training
- Delivering management schemes
- Training a network of trainers in your business
- Mapping your training to qualifications
- E-learning solutions
- Managing invoicing and procurement
- HR services

We'll develop a tailored solution just for you and you'll even have your own dedicated relationship manager to make sure that everything runs smoothly.



## Get involved:

- Talk to our team and find out how outsourcing could work for your business

# Training Accreditation

Are your own training programmes delivering what your business needs? If so, there's a good chance that you could get external recognition for them through our accreditation services.

## Mapping to Qualifications

Through our Mapping to Qualifications service, your staff could receive qualifications just by completing your in-house training, with no need for external assessors or time out of the business.

Our experts will compare your training programmes against national occupational standards and qualifications to see if they match. If there are any gaps, we'll identify them and help you to fill them.

### Here's how the process works:

- 1. Capability analysis**  
We'll review your current training to see if you could adapt it to result in qualifications
- 2. Mapping and gap analysis**  
We'll identify any gaps and recommend ways you can adjust your training to fill them
- 3. Getting you ready to deliver national qualifications**  
Through a half-day session, we'll train your managers and supervisors on the assessment systems
- 4. Verification and awarding qualifications**  
We'll periodically check a selection of employees' work and submit it to an awarding body so you can continue offering qualifications to your staff

Leading businesses including Pret A Manger, Whitbread and Shepherd Neame have already benefited from this service – why not see what it could do for your organisation?

**“We've noticed a big increase in employee engagement since offering qualifications. More staff agree that they receive the training they need to do their jobs and feel there are good opportunities to progress.”**

*Paul Jones, Development Manager,  
Pret A Manger*

## Quality Mark

If you're not looking to offer qualifications, or if you're already delivering them and would like to get them benchmarked, we offer additional recognition through our People 1st Quality Mark.

The Quality Mark recognises and celebrates training courses and programmes in hospitality, tourism, leisure, travel, passenger transport and retail that help staff members develop and raise training standards. It's a brilliant way to showcase best practice and employees can use the Quality Mark to find employers delivering the best training in the UK.

## Get involved:

- Get your training assessed against qualification standards – book a call with our team to get started
- Apply to have your training Quality Marked – email [accreditation@people1st.co.uk](mailto:accreditation@people1st.co.uk) for more information

# Talent management

Training can have a huge effect on staff motivation, productivity and retention. But without the right processes in place, it can be hard to gauge if you're getting it right. And that's where we come in!

Our world-class research team offers a number of services to help you assess employee engagement, training needs and impact, as well as the workplace culture in your business.

### 360° Appraisals

With our 360° appraisal service, you'll get valuable information about key team members' skills and performance and a useful insight into working relationships across your business. Your managers will complete an online questionnaire and rate themselves against set criteria. Their colleagues, line managers and direct reports will then rate them against the same criteria.

We can tailor the questionnaire for your business and you'll get the results in a simple, easy-to-understand report that highlights both strengths and areas for development. It's vital information to help you create training and development plans for your managers.

### Training Needs Analysis

Our training needs analysis will show you the skills people in your business need to grow and develop, including where staff have training and development needs, how they learn best and any barriers they face when doing their work.

You'll receive a customised report that helps you link training needs to business benefits and outcomes, helping your managers and in-house training teams plan future training where it's needed most. We'll also give you a detailed feedback session, provide recommendations, and can even work with you to prepare a strategic training plan based on the findings.



### Training Evaluation

Our training evaluation helps you measure the return you're getting on your investment in different training courses or programmes. The six-step process helps you set clear objectives, improve the effectiveness of training, and show the impact training has had on staff performance and your business.

We use a range of tools to collect information and data, including questionnaires, knowledge and skills assessments, changes in performance and behaviour, and the cost and benefit of training including non-financial benefit, to give you the complete picture.

**“We'd definitely use People 1st's training evaluation again for other programmes. It's really done what we needed it to and delivered huge benefits. Senior management couldn't be happier because we can clearly show how their investment paid off.”**

*Alex Taylor, Learning and Development Manager, Harrison Catering*



### Employee Engagement Surveys

Our surveys help you monitor employee engagement levels in your business. You can choose from a wide range of questions on areas like job satisfaction, management support and company values, and add tailored questions to make sure you find out about exact areas of interest to your business.

We'll analyse the responses, and you'll get a report that gives you a useful health-check on the satisfaction levels in your business. We can also break the results down by department or staff grade and recommend suitable training solutions to help you boost engagement.



### Cultural Audit

Our cultural audit explores the current culture of your business and its impact on your employees' experiences at work. By looking at existing employee survey data and conducting a series of interviews and focus groups with your staff, we'll identify gaps between your current culture and the one you want to create.

We'll also look at how much your culture affects different employees' progression within your business, and the beliefs and behaviours you need to encourage, change and promote to create your desired culture or address under-representation in your management teams. We'll provide you with a simple report summarising the results, along with recommendations for improvements.

### Looking for something a bit different?

If you can't see what you're looking for here, we can work with you to create a bespoke research and consultancy service that meets your needs at a competitive price. And, as we're not-for-profit, all income we receive is reinvested into our work to support the industries we operate in!

“Our employee engagement survey gave us fair and accurate representation of our staff without having a spin put on it. The whole process was so easy and People 1st has removed the pain that so often comes with this type of project. It has been refreshing to work with an organisation that has delivered exactly what we asked.”

*Sarah Mellor, Group HR and Training Manager, Luxury Family Hotels*

### Get involved:

- Contact our team to discuss your business' needs and find out which talent management services would benefit you most
- Put together your own talent management package – choose one, some, or all of the above services to meet your organisation's needs
- Contact us to see how we could create a bespoke consultancy service for you

# Our trainers

We have a wide network of licensed trainers with experience of working in service industries – from cruise ships to cathedrals! Our network stretches right across the UK so, wherever you are based, we'll find an experienced trainer to meet your needs.

All our trainers are quality-assured, and are regularly assessed on the standard of training they deliver, so you can be safe in the knowledge that your people are in expert hands!

Profiles of all of our trainers are available on our websites – [www.people1sttraining.co.uk](http://www.people1sttraining.co.uk) and [www.worldhost.co.uk](http://www.worldhost.co.uk) – along with details of the programmes they offer and the areas they cover.

## National Skills Academy for Retail Skills Shops

A number of our programmes are also available through the National Skills Academy for Retail's nationwide network of skills shops.

To locate your nearest skills shop, and find out which People 1st programmes it offers, just contact our team and we'll put you in touch!



## What our trainers say about our programmes

**“ I love delivering the WorldHost programmes, they're so interactive and people always give fantastic feedback. It's incredibly rewarding to see how much they have learnt by the end of the day. People 1st's programmes really do hit the mark. ”**

*Jane Biss, WorldHost trainer*

**“ I believe all training should have a business benefit, so it's fantastic when clients tell me how the Group Training Certificate has saved them time and money as well as building a real training culture. ”**

*Julian Reiman, Group Training Certificate trainer*

**“ I'm really passionate about helping people fulfil their potential, so it's wonderful to watch the transformation that some of my Step Up delegates go through. It's such a brilliant programme and great self-development for work and your personal life too. I find the women in the room an inspiration and very much enjoy exploring the material again myself! ”**

*Sue Brown, Step Up trainer*

# Creating excellence in the service sector

How People 1st can support your organisation at all levels.





If you would like to meet up with one of our consultants to review your training needs, or simply want to receive further information about all our programmes and services, contact us:

**Telephone:** 0203 074 1212

**E-mail:** [enquiries@people1sttraining.co.uk](mailto:enquiries@people1sttraining.co.uk)

**Websites:**

[www.people1st.co.uk](http://www.people1st.co.uk)

[www.people1sttraining.co.uk](http://www.people1sttraining.co.uk)