

# Why is now the best time to invest in skills?



“When a recession bites, it makes us all short sighted” according to CBE, Chief executive of the UK Commission for Employment and Skills. Employers who don’t invest in training are two-and-a-half times more likely to *fail* than those who do!

Last October, a coalition of the UK’s most senior businessmen took the unprecedented step of calling on employers not to slash staff training in a bit to cut costs. They said; “It is the people we employ who will get us through...Investing now in building new skills will put us in the strongest position as the economy recovers.”

There are 3 things employers can do to make sure they are in the best possible position for recovery:

- 1. Motivate your staff.** That means remaining positive and continuing to invest in them. It is their commitment, productivity and ability to add value that will keep you competitive.
- 2. Take all the assistance you can get.** As Bristol Business College is a recognised quality training provider with TRAIN TO GAIN, you can get up to £1,000 free training for your staff.
- 3. Don’t believe everything you read.** Things are bad but the media tends to exaggerate the extent of a downturn. Statistics can be misleading as the media focuses on whatever is eye-catching. Don’t just look at next week, look at next year, and make sure you continue to innovate and progress.

**At Bristol Business College you can avail of 1 full day’s training for 3 of your senior managers at just £117 + VAT with Train to Gain.** We handle all funding applications and arrange tailored training onsite for you. An insight into our popular training workshops:

-  **Business Development in Challenging Times** is a dynamic, focused and motivating training day for staff. It examines current practises and challenges you to be innovative and creative
-  **Inspirational Leadership & Performance Management** is a wakeup call for managers at all levels. It takes a fresh look at self leadership skills, managing development and performance, team management and managing yourself.

A sample of what some of our recent client had to say:

*“Excellent, trainer really good, delighted”*  
*“The training was excellent, clear and easy to understand”*  
*“Excellent training course, fulfilled all training needs”*  
*“The course was brilliant”*  
*“Excellent experience, I am really glad I had the chance to attend this workshop. Very interesting and inspiring”*

For information on any of our training workshops please visit  
<http://www.bristolbusinesscollege.com/trainingworkshops/index.html>