



How to develop your staff and be socially responsible

Are you a small or medium-sized enterprise?

Your sector has been considered as the key source of entrepreneurship and innovation in Scotland, a driver of competition and a mechanism for job creation.

Did you know that?

- Evidence shows that there is a positive correlation between the degree of management training, employee soft skills training and the bottom-line performance of SME.
- Due to a lack of resources and time many SME do not engage in staff training despite the positive benefits.
- Supporting more people in Scotland to become economically active is in the best interest of every employer.



Case Study

"Time is always the essence for small companies and so a "Behind the Scenes Day" really suited Redeem. We were visited by 20 pupils from Falkirk High who learnt about our UK operation and took part in an international teleconference with our office in Hong Kong. The visit was brilliant and the staff involved found it a great way to develop their communication skills. The project left us feeling really keen to do more work with young people and we've started offering 4-week work placements. The benefits to Redeem are huge – staff get the opportunity to gain management and coaching skills by acting as buddies to the young people.

HR Manager, Lisbeth Robertson.

Did you know that developing your staff and being socially responsible could bring bottom line benefits?

In our knowledge- based economy it is the soft skills or transferable skills that are crucial in your business. Confident staff with good communication, presentation and negotiation skills add enormous value to your organisation.

In addition, enhancing your reputation as a socially responsible business is becoming increasingly important. Socially responsible employers tend to:

- Attract top quality staff
- Win more public sector tenders
- Differentiate themselves in the market

How can you develop your staff cost-effectively and raise your profile as a socially responsible business?

Scotland's Got Talent is a campaign that is spearheaded by leading employers in Scotland, including many SME. It provides opportunities for SME to develop their staff in a way that also supports unemployed young people and adults to enhance their skills.

Through the campaign, SME can access training and development opportunities for their staff in mentoring, coaching, presentation or communication skills. There are also opportunities for team building and developing project management skills.

What's in it for you?

By providing opportunities for your staff to develop their skills and supporting young people/unemployed adults you will:

- Raise management and soft skill levels
- Raise your profile as a socially responsible business
- Meet other employers involved in these activities, expanding your networks
- Put yourself in a better position to win public tenders requiring a CSR aspect.



So how can you get involved and how much time will it take?

Opportunity	Competencies Developed	Training Provided	Time Required
<p>Mentoring</p> <p>An appropriate staff member (who can be at any level in a business) pairs up with a young person. The aim of the mentor programme is to build the young person's confidence and support them into a positive work or training destination (training/employment/further education).</p>	<ul style="list-style-type: none"> • Mentoring and coaching skills • Communication skills 	Half-day training session	1 hour meeting with a young person every month for one year

Opportunity	Competencies Developed	Training Provided	Time Required
<p>Job Coaching</p> <p>An appropriate staff member (who can be at any level in a business) pairs up with an unemployed adult to help support them with their CV, application forms, interview skills and generally to build their confidence and assist them with the process of applying for work.</p>	<ul style="list-style-type: none"> • Mentoring and coaching skills • Management and supervision skills • Feedback and communication skills • Building relationships 	One day training course	Meeting the person for one hour every week for the first month at your place of work. This will then reduce to every other week.

Opportunity	Competencies Developed	Training Provided	Time Required
<p>Mock Interviews and CV Writing</p> <p>Staff members conduct mock interviews and then provide constructive feedback to school pupils or unemployed adults.</p> <p>These can be conducted on your premises, at the school or at the employability partner.</p> <p>In addition, staff will support pupils and adults in developing their CV and filling in application forms.</p>	<ul style="list-style-type: none"> • Developing interview and feedback skills • Enhancing communication skills • Developing people skills • Building confidence 	Half day training	A full workshop covering interview skills, CV writing and conducting mock interviews takes 2.5 hours. You can deliver as many sessions as you are able to.

Opportunity	Competencies Developed	Training Provided	Time Required
<p>Behind the Scenes Day</p> <p>Employers open their doors to school pupils or unemployed adults. They run an interactive and participative morning aimed at enhancing knowledge of the work place and students'/adults' ability to apply for a job.</p>	<ul style="list-style-type: none"> • Structuring tasks • Delivering results • Developing skills as a team • Being more creative and innovative • Enhancing communication skills • Developing project management skills. 	Two hour briefing with SBC and opportunity to meet other businesses taking part.	The event takes place at your business premises and lasts 2 or 4 hours. There is also preparation time, which usually amounts to about 1 day

Opportunity	Competencies Developed	Training Provided	Time Required
<p>Work Experience Placements</p> <p>Employers open their doors for a long term unemployed adult to come in for a specified period of time. They undertake particular duties within the organisation and the aim is to build their confidence, increase their awareness of the workplace, learn new skills and provide them with a recent reference.</p> <p>A staff member is trained to act as their buddy and mentor.</p>	<ul style="list-style-type: none"> • Management and supervision skills • Feedback and communication skills • People skills and motivating staff • Staff monitoring and evaluation skills 	The training is tailored and is generally a half-day session.	This will vary depending on the agreed length of the placement. (generally 2-4 weeks).