

**businessstaffordshireeducation
developpartnershippeople**

The benefits to
Stafford Employers
of working in partnership
with education



**Work Experience
Organisers**

The benefits to Stafford Employers of engaging with education

The Benefits

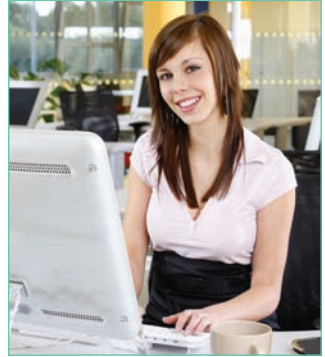
Employers involved in well organised activities such as work experience, teacher placements, visits, mentoring, projects or challenges, which bring education and businesses together have reported the following benefits:

- **Enhancing the firm's reputation in the community:** - positive media coverage of education projects and word-of-mouth reputation generate goodwill and improve customer loyalty.
- **Staff recruitment and retention:** - seeing what a young person is capable of doing during work experience can reduce the cost of recruitment, attract good recruits through an improved reputation and so reduce staff turnover.
- **Developing company culture:** - enjoyable and worthwhile activity helps to raise staff morale, enthusiasm, self-esteem, self-confidence and commitment to the company.
- **Staff development and training:** - exciting but low risk opportunities for business staff to develop skills and show leadership potential, develop competencies in innovation, problem solving, presentation skills and project management. They can also help to improve communication, interviewing, coaching and teamwork skills and build the self-confidence and initiative of more junior staff.
- **Innovation in products and operations:** - young people can help generate ideas for successful new products and services, and produce innovative worthwhile suggestions for adapting operational methods.
- **Gaining and retaining customers:** - through understanding the attitudes and spending habits of young people.
- **Creating a healthier economy and society:** - many businesses are pleased they are contributing to a better educated society, the raising of educational standards and motivating young people to achieve.
- **Helping young people prepare for adult life:** - education-business link activities enable young people to become better citizens and employees.

What makes it work?

The Staffordshire Partnership is a county wide organisation dedicated to making activities which involve education and business a positive experience for all involved. We do this by helping make sure:

- all partners have the information they need
- roles are clearly defined
- teachers expectations of employers are realistic
- activities are planned well in advance
- employers are prepared and briefed for their roles
- employers have access to help and support during activities and placements
- employers get regular feedback and follow-up



Who to contact

If you are an employer who wishes to benefit from education business link activity then you can approach your local schools and colleges.

Perhaps the easiest way of identifying what is best for your organisation is to contact The Staffordshire Partnership first.

The Staffordshire Partnership
St Josephs Court
2-4 Lichfield Street
Rugeley
Staffordshire
WS15 2EH

01889 571999

Ask for Pete Walthorne

pete.walthorne@bestaffordshire.co.uk or visit the our website: www.staffpart.org.uk



business **staffordshire** **education**
develop **partnership** **people**