

Making Real Improvements to Company Performance Through Training

Wednesday 9 April, 2008

Cedar Court Hotel, Wakefield (M1, Junction 39)



What's your incentive?

The stick...

- **POOR** performance
– lost customers
- **WASTED** investment
– technophobia
- **MISSED** opportunities
– lack of understanding
- **UNDERPERFORMANCE**
– failure to lead

...or the carrot?

- **BEST PRACTICE** – shared by companies who have succeeded in turning training into a Return on Investment
- **SAVING MONEY** – with greater efficiencies
- **WINNING ORDERS** – by creating customer focus
- **DRIVING SALES** – beating the competition
- **MEASURING AND MANAGING** your people

BPIF and **PrintYorkshire** are working together with the print industry to share practical experience. The companies contributing to this Workshop will be sharing with you the secrets of their training success. They are:

SALES AND PRODUCTIVITY: Horner Bros (fresh from their success in the last Best Practice Workshop and back by popular demand!).

SALES GROWTH: The Lick Group (sharing with you five years' experience of sparkling growth).

GROWING REPUTATION: Statexcolourprint (multi-award winners).

Polestar (£250,000 of training resource shared freely with you)

Proskills are sponsoring the day because it fits perfectly with their National Skills Academy network – find out how they are orchestrating the delivery of high quality training across the sector.

Get accurate information from experts and workshops with people in the print business who are willing to share best practice – and a practical toolkit to take away and implement in your business.

- Training to cope with digital
- Company schemes that increase profits
- Low cost methods – use your own people to supply the training you want in your own way
- Programmes to improve individual performance
- Sales courses – in-house

Programme

09.30 Registration and Refreshments

10.00 Welcome

The National Skills Academy Network
Ray Snowdon

Winning Ways
Jacqueline Northern
The Lick Group

Winning Awards: it's not what we do – it's the way we do it
Sue Maitland
Statexcolourprint

Winning Hearts and Minds: Trained People – Well Trained Results
Christine Mullan
Horner Brothers

Pathways to Success
Ruth Exelby,
Head of Training, BPIF

12.30 Lunch

13.30 *Workshop Session: printdynamics™*
Darrin Stevens
Polestar
A unique opportunity to see this excellent resource in use. See how the multimedia CD and web-enabled material is used as a structured session. This will be a practical demonstration where you will have the opportunity to see first-hand how your staff will be able to access and use it to improve efficiency through training.

15.30 Close

Companies and Presenters

Statexcolourprint

Statexcolourprint's customer base is extensive, providing quality print to customers across all sectors. Many of Statexcolourprint's customers are nationally recognizable names. They hold ISO 9001, 14001 and OHSAS 18001 and Investors in People. In 2007 they gained the chain of custody for FSC and PEFC.

Statexcolourprint's message:

Training has led us to work more efficiently: when we take on 'trained' staff from other companies, they may not have the skills to print to our standards. The investment in training ensures we meet our clients' requirements first time.

Training has also improved staff retention, which in turn impacts on the profit and loss account as the average cost of recruiting a new employee is £5000. Training has led to recognition within the print industry and the business community. Statex has a reputation for training not just young apprentices but offering training to all employees.

We are improving profitability by investing in training for line managers and supervisors by ensuring that they are aware of the business objectives, which include the importance of reducing direct costs by asking for discounts.

Statexcolourprint does not believe in investing and plant and equipment alone; in the last 3 years and company has invested £50,000 in training. Close links are being forged with business and innovation centres, local training providers and colleges to ensure the right training for staff is delivered.

A very small selection of their extensive awards success ranges from: PrintWeek Print Company of the Year 2001, North East Business Awards Best Training in Tyne & Wear, Print & Paper Monthly July 2006, Best Team Printing World July

2006, Best Training Programme Printing World 2006, Alistair Charlton Best Young Printer aged 25 or Under.

Statexcolourprint's Finance and HR Director and Company Secretary **Sue Maitland** qualified as a Chartered Certified Accountant in practice and has been with the company for 8 years. She, with support from her Managing Directors, has a great passion for training throughout the company. Over 20% of the staff are on accredited training programmes which has brought benefits to the company in terms of quality and staff retention. Other training programmes involve environmental issues as Statexcolourprint are resolved to ensure that they 'do their bit' for the environment.

Polestar

Polestar has won a string of awards for its training programmes including awards from PrintWeek, Printing World, PPA, BPIF, People in Print, World of Learning and, most notably, a National Training Award for **printdynamics™** and a Highly Commended from the National Training Awards for the Apprenticeship Scheme in 2006.

Darrin Stevens is Group Training Director for Polestar UK Print Limited, one of the largest printers in Europe. He joined the Group in February 2003 after presenting to the Group CEO Barry Hibbert his idea for a CD-ROM to teach staff, customers, suppliers and school children about print. After almost 2 years of development and an investment of £250k, **printdynamics™** was launched to the industry on 20 January 2005.

While working at Polestar, Darrin has worked to develop several training courses for **printdynamics™** as well as Performance Review, Health & Safety, and training for Customer Service Undergraduates. He has also recently created a comprehensive Diversity Management Programme which is currently being delivered to every manager within Polestar. He has overseen the implementation of Interactive Whiteboards into each site, as well as creating a training programme to train staff on how to use them.

Darrin has also overseen Polestar's Apprenticeship programme covering 84 Apprentices, which is due to employ its fifth intake this year. He has also won a contract from the Learning and Skills Council to receive direct funding for the delivery of NVQs across the Group through the Train to Gain scheme.

The National Skills Academy Network

The National Skills Academy Network is charged with orchestrating the delivery of high quality training across the sector. Activity must be driven

by innovative and creative skills development solutions, facilitate flexibility and access and, through the adoption of new thinking and new methods, raise the standards for delivery. Before the end of the year the National Skills Academy for Materials, Production and Supply (NSAMPS) will be established for leading this work across the sector.

Printing is well served by the active Proskills Print Industry Board, made up of employers from across the UK with representation from a broad spectrum of printing businesses, as well as trade bodies and representatives from colleges and training providers. The group enjoys productive working relationships with the trade unions (Unite), trade bodies such as the BPIF, SPEF and other organizations such as Vision in Print and training providers.

The group is chaired by an employer from the industry, who is also a Proskills Board member. The group is tasked with clearly defining skills priorities for the industry, as well as measuring the performance of Proskills against its agreed targets. From time to time it will manage specific 'task teams', such as the Printing Standards Committee, thus ensuring that qualifications and occupational standards are devised by the industry, for the industry.

Ray Snowdon's industrial experience has been gained primarily in the private sector, working as an IT professional within both SMEs and multi-nationals (Unilever and BICC). He joined academia at Northumbria University in the early 90s, becoming Director of Academic Programmes for the School of Informatics and then Manager of the New Technology Institute for Tyne & Wear and Northumberland. In May 2004 Ray joined the Sector Skills Council for IT *e-skills UK* as Regional Development Manager for the North West and Yorkshire and the Humber before joining Proskills UK in March 2006. During his time at Proskills UK he was involved in leading activities within the Nations and Regions Team before moving to head up the National Skills Academy for Materials, Production & Supply Development.

Horner Brothers

Horner Brothers Print Group provides a full end-to-end solution which incorporates bespoke on-line access, artwork database management and warehousing and distribution services. The Board of Directors at Horner Brothers Print Group are committed to the training and development of all staff and sponsor individuals to study for qualifications such as MBA, CIMA, AAT, HNC and HND.

A strong culture of people focus, customer care and continuous improvement is backed up by accreditations to ISO 9001, 14001, FSC and IIP, enabling them to include organizations such as HBOS, HSBS, BT, British Gas and Tesco among its customer base. They achieved IIP status in 2004

and were successful at continuing to meet the standard at their first review in November 2007.

Christine Mullan, HR Manager and a Corporate Member of the CIPD, is responsible for implementing HR Policies and Procedure within the company and for providing the necessary support and training to managers and team leaders to implement these. Christine is currently reviewing their training and development policy and procedure and in particular is looking at internal training for production staff. Christine will talk about the process they are going through and what Horner Brothers want to achieve.

The Lick Group

Yorkshire-based Lick Group continue to sparkle across the whole spectrum of the direct mail and print industry as the group diversify to grow and evolve the work they do for customers. Five years of dedication to great customer service and a team who have a fantastic results-driven attitude has seen Lick grow into a £3.5million+ business in that time. With new divisions – Lick Online and Lick Digital – what was originally established as a vision to provide direct mail and print solutions now offers clients everything from direct mail, online fulfilment and, more recently, digital print.

Lick's message:

Learn more about the way the Lick Group have seen dramatic improvements generated as a direct result of staff training initiatives

The key objectives of the most recent sales programme were:

- To win new business from carefully targeted client prospects
- To widen the scope of the client base.
- To increase profitability whilst decreasing exposure to short term activities.

With an increased turnover of 15% in the last three months, Lick's new business has been generated both from organic growth from existing customers and a significant investment in new business procurement. Importantly the business generation has been improved as a direct result of 'on-the-job' team training as well as specialist input from third party agencies. One of the key reasons behind Lick's outstanding success in its field is the commitment to innovative, highly creative new business campaigns managed and optimised by well-trained team players. And

not only are Lick's campaigns highly effective, the approach adopted by every member of the team responsible for generating sales accurately captures the essence of Lick – the unique culture, attitude and approach which characterises the company.

Jacqueline Northern is the Lick Group's Commercial Director and has a string of achievements in the print industry under her belt. A qualified ACMA Management Accountant, Jacqueline has worked across the print industry in the UK for more than 20 years, building an impressive portfolio of experience at companies such as John Blackburn's, The Bretton Communications Group and Optichrome. Whilst at Optichrome Jacqueline honed her skills as a lead Business Development Specialist, forging and retaining relationships with organisations such as Philip Myers Press, Gallaways, Loxley's, Butler & Tanner, Paragon and Harlands of Hull. Jacqueline brings this experience to bear at the Lick Group through her role as Commercial Director, with a key team responsibility for Commercial, Financial and Operational aspects.

BPIF Training

BPIF Training is the largest national provider of training to the print packaging and graphic communications industry offering bespoke packages specifically tailored to meet the demanding needs of the business and our learners. A skilled workforce could dramatically improve your bottom line and satisfied, motivated workers mean higher levels of staff retention and increased performance.

With the high average age in the print industry succession planning is imperative to ensure future stability. Make the most of your existing workforce through upskilling or prepare for the future through the introduction of an apprenticeship programme.

The BPIF specialises in onsite tailored packages of both training and NVQ assessment programmes with a wide range of training solutions include:

- Apprenticeships
- Upskilling
- Training Needs Analysis
- Team Leader Training
- Management Development

The BPIF has access to government funding to support the apprenticeship programme and makes every endeavour to source local funding for other training packages where available.

Ruth Exelby is the Head of Training for the BPIF and is responsible to the delivery of added value training services to the industry as well as negotiating funding contracts with government agencies. Prior to working for the BPIF she held a senior position with the Industry Training Organisation for printing.

Booking Form

A **Best Practice** Workshop for Print Companies

Making Real Improvements to Company Performance Through Training

Wednesday 9 April, 2008

Cedar Court Hotel, Denby Dale Road, Wakefield WF4 3QZ (M1, J39)

TO ENSURE YOUR BOOKING IS VALID, PLEASE REMEMBER TO SIGN AND DATE BELOW.

JOINING INSTRUCTIONS WILL BE SENT ONE WEEK BEFORE THE EVENT.

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NAME OF PERSON MAKING BOOKING:		EMAIL ADDRESS:	
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SIGNATURE:		DATE:	
DELEGATE(S) ATTENDING			
NAME:			
JOB TITLE:		EMAIL:	
NAME:			
JOB TITLE:		EMAIL:	
	RATE	NO. OF PLACES	TOTAL
BPIF / PRINTYORKSHIRE MEMBERS:	£150.00		£
NON MEMBERS:	£195.00		£
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VAT @ 17.5%			£
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**Please return this form to Jo Haigh, BPIF, NEBC, 142 Thornes Lane, Wakefield, West Yorkshire WF2 7XG
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