



SKILLS FOR GROWTH SME

# JOIN THE SKILLS REVOLUTION

Membership Organisations Brochure

**SME SUPPORT**

[www.skillsforgrowthsmc.com](http://www.skillsforgrowthsmc.com)



# WELCOME

**Skills for Growth – SME Support is a fully funded skills consultation service that helps businesses grow and thrive through re-shaping, developing talent and enhancing team performance. As part of the programme, we have developed an offer specifically for membership organisations like yours that enhances your membership offering by embedding Skills for Growth – SME Support in your membership offering at no cost to you or your eligible members.**

**We will work with your members to develop customised skills and productivity development plans at both an organisational level, and down to the individual members of their team. Plus, as a member of your organisation we have a range of exclusive packages to enhance their experience. Read on and find out how they can join the **#SkillsRevolution**.**

## **Benefits to your organisation:**

At Skills for Growth – SME Support, we want to ensure we are not only supporting your members, but that support directly impacts your organisation for it to grow and thrive. Through our programme your organisation will:

- Drive added value to your existing offering and membership benefits
- Improve the productivity and skills set of your members, which in turn enhances the quality of your membership
- Support the promotion and growth of your organisation
- Promote the growth of your membership community

By improving the skills and productivity of SMEs across your network, we can develop a stronger workforce and ensure the future prosperity of business together.



# SPECIALIST SERVICES

**Skills for Growth – SME Support has three unique specialist services to support the growth of SMEs, which are available to your members.**



## Business Change

Our Business Change Specialist is an expert in thinking outside the box, going against the grain and combining practicality with creativity to implement successful business changes. Together your members will be able to:

- Explore avenues for change and growth in their business
- Develop a strategy to implement successful changes within their business model
- Uncover the skills and training necessary to assist them in their endeavours
- Explore financial support available to help them implement the desired changes

According to UK Government surveys, wider research has shown associations between business level innovation and benefits of superior performance outcomes, including increased turnover and increased numbers of employees. Manchester has been a hub for innovation since the industrial revolution and the possibilities for our growth is uncapped, so your members can make a positive change to their business with our help.



## Health and Wellbeing

Our Health & Wellbeing Specialists play a crucial role in helping your SME members understand the more personal needs of their employees and tackle the productivity challenges that come with having a disengaged and disconnected workforce. Together they will:

- Confront the concerns and challenges facing their employees
- Develop a bespoke health and wellbeing strategy tailored to their workforce
- Uncover new methods of communication and employee engagement
- Explore other areas of support available to their employees

17.9 million working days were lost in the 2019-2020 work year due to work-related stress, depression and anxiety, and those numbers are rising. Without its people, a business cannot function, so investing time and energy into the wellbeing of their team is of the utmost importance. Our Health & Wellbeing Specialists are here to support all SMEs in Greater Manchester in doing the best for their team, so that they can be a business employees are proud to work for.



## Apprenticeships and Training

Skills for Growth – SME Support has a dedicated Apprenticeship Specialist sitting within our Skills Advisory team, available to assist your SMEs with all enquiries relating to:

- Finding an apprentice or apprenticeship to match your needs
- Liaison with the apprenticeship levy matchmaking service where appropriate
- Finding the right training provider for their learning experience

89% of businesses report that apprenticeships helped to improve their product or service, and over 90% of apprentices in the UK currently go into work or further training. The evidence shows that apprenticeships work and as we move through times of great change, apprenticeships can provide a practical and sustainable avenue for filling skills gaps and developing a futureproof workforce for tomorrow's world.

# BESPOKE WORKSHOPS

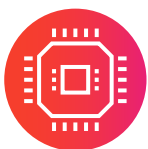
**As part of the Skills for Growth – SME Support package, we can deliver bespoke workshops for your members in order for them to maximise their time on the programme, and benefit from expert advice and guidance from our team of experts. Take a look at the types of workshops we can deliver for their teams.**



## Customer Service

Providing high quality customer service is essential for any SME who would like to leave a positive lasting impression on their clients. Our workshops can cover a range of topics depending on your members' needs, including but not limited to:

- Managing customers both in an online and offline environment
- Understanding an organisation and how to effectively communicate this to customers
- Systems and resources
- Influencing skills
- Being open to feedback



## Digital Training

Throughout the past year digital technology has played an essential part for many businesses navigating change and ensuring BAU functions are happening to the best of their ability. Many of these changes will remain relevant to the lives of SMEs in the future and as a result this workshop will cover a variety of topics including:

- Using IT to increase productivity
- IT Security
- Digital marketing
- IT software skills



## Leadership and management

Now more than ever, SMEs need strong and dynamic leaders in order for business to grow and thrive. Our workshop will reflect on the lessons learned throughout the pandemic and how the positive changes can be adapted for a post Covid world. Subjects covered may include:

- Managing a team remotely
- Leadership and wellbeing
- Change management
- Promoting a diverse and inclusive workforce
- Talent management and recruitment



# ACCESS TO INTELLIGENCE

Working closely with our colleagues from the Greater Manchester Combined Authority and Greater Manchester Chamber of Commerce, GC Business Growth Hub and the team at Skills for Growth - SME Support have access to a wide range of skills, economic and business intelligence gathered directly from SMEs across Greater Manchester. We are able to summarise and share this information to businesses within our networks, which of course, can include your membership organisation, to help relevant businesses make informed, calculated decisions for the future. We particularly focus on the following areas of intelligence.



Construction



Digital



FPS



Health and social care



Manufacturing



Retail and hospitality



Textiles

## PACKAGES TO CHOOSE FROM

As part of the Skills for Growth – SME Support package, we can deliver bespoke workshops for your members in order for them to maximise their time on the programme, and benefit from expert advice and guidance from our team of experts. Take a look at the workshops we can deliver for their teams.

Package	Bronze	Silver	Gold
Specialist services	✓	✓	✓
Bespoke workshops		✓	✓
Access to intelligence			✓



SKILLS FOR GROWTH SME

**IF YOU WOULD LIKE MORE INFORMATION  
ABOUT SKILLS FOR GROWTH – SME SUPPORT  
AND HOW WE CAN SUPPORT YOUR SERVICES,  
PLEASE CONTACT OUR TEAM:**

Tel: 0161 237 4444

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

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