

Growing demand on training providers



Skill4
International

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The past decade has seen substantial change in the corporate environment. Advances in communications together with deregulation of trade barriers have made access to global markets much easier. There are now an estimated 79,000 organisations operating internationally, producing £31 trillion in revenues annually. This represents a 7-fold increase since the 1990's. Never before has there been so much competition in the market and never before has it been so important to stay ahead of the game. A well-informed market, with instant access to information, is demanding better, faster and cheaper solutions from suppliers. And all of this at a time of global economic downturn. **Tony Hughes, CEO, Skill4 International.**

To meet the challenges of this new business environment, successful organisations are evolving. They recognise the need to focus on new markets, new technologies and new working practices change is no longer a choice; it's a fundamental principal of business. To achieve change, companies need to develop their people, often looking outside the business for help.

Consequently, training and development is no longer perceived as an unfashionable outpost of HR, but more as a means to achieve management objectives. More and more, organisations are turning to training providers to equip their people with the knowledge and skills that they need to fulfil their roles. However, for large organisations with international reach, finding potential suppliers is not easy.

The international issue

Successful global organisations replicate best practice working methodologies across regions. This is essential for cross border collaboration, whether by department or country to implement global solutions for customers who demand consistent results. However, finding training providers who have appropriate intellectual property and the international deployment capability is difficult. Many training companies have developed a limited international presence but not enough to be taken seriously by the major blue chip multi-nationals.

Consequently, training providers are often selected on the basis of *who has the best coverage* rather than *who has the best solution*. It is possible for training providers to resource free-lance trainers where required. However, this is usually not sufficient to win the confidence of clients who expect training providers to be referencable.

A matter of confidence

When choosing a training provider, prospective clients need to be sure that they are working with "a safe pair of hands". The commitment of time and money is usually significant. The benefits of performance improvement will only be realised, if consistent, high quality training delivery is provided. This trust is hard to establish with no track record. Specifically prospective clients need to be sure that training partners can evidence:

- World class intellectual property
- A track record of success
- International capability – language and cultural
- Consistent quality delivery
- Proven results.

Options

As a consequence of the above, the preferred solution in terms of content is often qualified out. Prospective clients must decide:

- Do we select our first choice supplier plus other suppliers, each delivering different solutions in different regions?

- Do we choose from the limited number of suppliers with the international capability that we need?
- Do we shelve this for now and revisit the idea later?

An alternative approach

Like the majority of industries, training has benefited enormously from technology advances. Blended learning solutions now provide options of remote learning and convenience. Whilst this is undoubtedly a step forward, the virtual classroom remains a distant aspiration for the vast majority of training providers.

Clearly an alternative approach is needed. One that allows clients to choose the solutions that they want - by providing training companies with the breadth and depth of international capability that they need. Skill4 International has been established to meet this market requirement. As part of the Huthwaite International group of companies, Skill4 draws on over 30 years experience of developing and implementing training solutions around the world. Huthwaite is recognised for excellence in international training capability. Over the years the network has spread around the world, now providing delivery in over 30 languages. This innovative approach means that training providers can benefit from:

- Access to a world-class delivery network with presence around the globe, including in the emerging markets of Asia and Eastern Europe.

- Design, validation and implementation expertise of Skill4 people, who are all experienced in providing international training initiatives for major blue chip global clients.
- Access to state of the art blended and virtual classroom solutions to compliment training delivery.

By collaborating with Skill4 International, training providers who lack international capability and credibility, now have access to the resources that they need. Their clients will benefit from:

- Peace of mind that their preferred solution can be delivered consistently by people who can evidence results.
- Local project management by people who speak the language and understand the cultural issues.
- Deployment of best practice around the world not deployment of “best available option”.

If you are a training provider who recognises these issues, or a major international organisation who needs a training provider to deliver solutions beyond existing capability – contact. info@skill4.com for more information.





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