

# Invest where it matters, with your own corporate development academy

We help you create and manage a strategic approach to developing talent and capability in your business, working with Ulster University Business School and other partners as well as your existing suppliers. Your branded academy offers university accreditation for induction and development across all roles, as well as proven programmes for specialist teams.

The **Forum**  
Raising Standards in  
Customer Operations

Corporate  
Development  
Academy



*"The very specific objectives of the programmes have been tailored to students' needs within this industry sector and clearly offer appropriate learning experience of participating students... the learning is designed to be effective and has effect within the sector."*

External Examiner Report  
October 2016

*"Training helps people to create their own opportunities... we spend our money wisely."*

Beverley Webb  
Director,  
InterCall

*"It is extremely important for us to react to industry trends and adequately prepare our people for their journey in role. Integrating certification into their career growth path is a win-win for organisation and staff."*

Laura Hourican  
Vice President, Human Resources UK,  
Firstsource Solution Limited

**Use our knowledge and exposure to best practice to help you drive improvements.**  
Contact us to discuss how this exciting opportunity can raise standards in your organisation.

**Contact us**

0333 123 5960  
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<http://theforum.social>

# See the benefits of your own branded development academy

Map out where talent and capability can help your organisation excel in your market. We work with your internal and external partners to create a comprehensive roadmap for development and manage the quality of the outcomes, so you can see the difference it is making.

## Gain university accreditation of induction & development across all roles



Well designed induction and development programmes can make a very significant improvement in first contact resolution, customer satisfaction and employee engagement – as a result of higher levels of knowledge and understanding and a sense of genuine progression and feeling valued. University education can carry a high cost, but workplace programmes such as ours are extremely cost effective and university qualifications or credit points carry a high motivational value and can support significant benefits from reduced employee attrition.

- An organisation who recruit 100 new start agents pa due to attrition could save £100,000 pa by increasing average length of service just 2-3 months, based on average £5,000 cost of recruitment including salary in training and any period before reaching full competency.
- Join a consortium of organisations applying for approval of our programmes with Ulster University as investment in context of the Apprenticeship levy (0.5% of payroll annually) on all companies with a payroll greater than £3m from April 2017. The consortium will apply for funding access in respect of Higher and/or Degree apprenticeships.

## Proven programmes for Planning, Insight, Quality & Customer Experience teams



The development programmes and qualifications provided in partnership with Ulster University Business School – alongside our suite of innovative and flexible learning approaches – provide a solid and well-proven framework for development of key support professionals.

An academy under your brand run by The Forum, can include skills assessments, professional accreditation, university qualifications, and specialist training all combined with your own Learning & Development resources – whether provided by internal or external partners. This is a fantastic way to demonstrate your commitment to these professions.

Payback can result from creating capacity to deliver value-add or strategic change initiatives within the business – as well as from demonstrable benefits in retaining and developing key talent and knowledge.

## Invest where it matters and stand out from the crowd

- There is a tangible change in mindset and behavior when training has academic depth and accreditation
- There is a higher cost, but university qualifications and credit points carry a high motivational value
- People feel valued when they see investment in them and know they are progressing their development
- Benefits match investment, but this programme is flexible and can be tailored to your needs and budget
- Attract a different level of candidate if new-starts can gain qualifications whilst in induction. It's a unique selling point in a crowded job market and can lower attrition if built into everyone's development