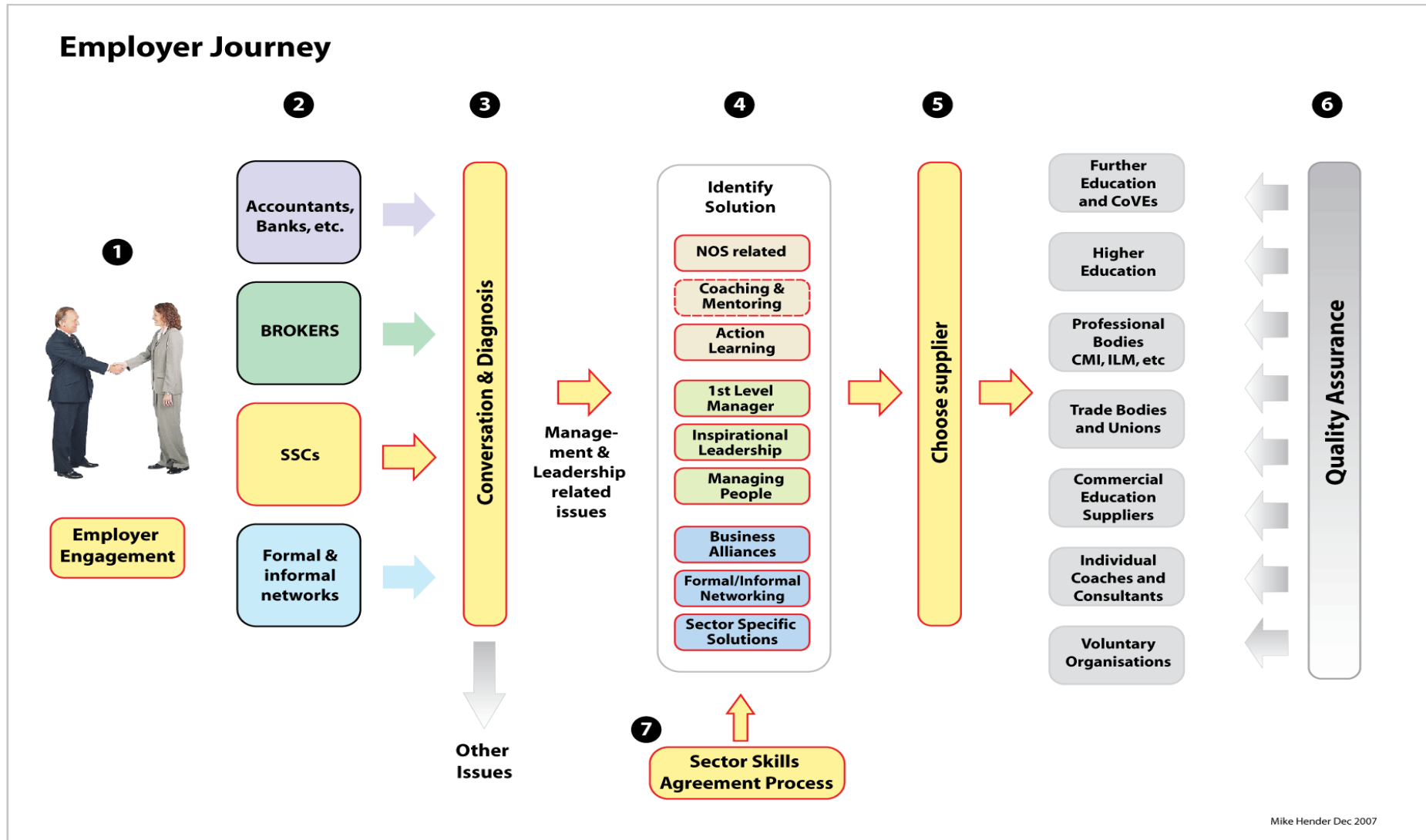


Employer Journey Flow Chart

Introduction

How do we make the employer journey to management and leadership excellence as easy, attractive and rewarding as possible? The following model and flow chart explore what SSC

staff can do to engage successfully even with reluctant managers.



Mike Hender Dec 2007

Employer Journey Flow Chart

Key to the diagram above

| Step | Resources |
|---|---|
| 1. Employer engagement demands relationship building skills, credibility and persistence. | Employer Engagement paper http://www.sfbn-mandl.org.uk/emp_eng.htm |
| 2. SSCs, although designated by the Government to be the 'Voice of the Employer', exist in a complex world of often competing partners and stakeholders. | English Regions http://www.sfbn-mandl.org.uk/files/regions/Regional_dbase_latest.pdf Wales, NI and Scotland http://www.sfbn-mandl.org.uk/nations.htm |
| 3. A successful engagement always starts with an open conversation and a diagnosis of the need. | Some frequently used diagnostics http://www.sfbn-mandl.org.uk/files/NewSolutions/Diagnostic_Tools.pdf |
| 4. Issues emerging from the diagnosis need solutions. The all-sector team have been developing a range of solutions that are based on the most frequent needs expressed by managers. | Details of all solutions are signposted off the home page http://www.sfbn-mandl.org.uk |
| 5. Once the need and solution has been agreed we next identify a solution provider that meets the needs of the employer including location, time, cost and quality. | An enormously complex area but a guide to get you going is at http://www.sfbn-mandl.org.uk/files/NewSolutions/L&M_Resources.pdf |
| 6. Supplier quality is a pre-requisite if the individual and organisation are to benefit. | Universities and colleges have their national quality programmes. Small suppliers who dominate provision in the commercial sector often succeed through word of mouth from satisfied clients – this is a work-in-progress area. |
| 7. All the solutions identified by the all-sector team are rooted in the evidence provided by the Sector Skills Agreements. | A complete summary is at http://www.sfbn-mandl.org.uk/SSA.htm |

On the next page we explore this journey in more detail.

Employer Journey Flow Chart

| Employer Stage | Our approach/offer | Resources |
|--|---|---|
| 1. Employer unaware and/or uninterested in management development. | We talk through a 60 second 'elevator pitch' that offers solutions to likely business problems the manager is likely to be facing (e.g. based on the SFEDI 'top ten' issues). Ideally we have stories of similar managers with similar problems that have been helped with development assistance (case studies). Exit or go to next stage. | Elevator Pitch: likely to be SSC and subsector specific. Needs to at least hint at solutions for likely business problems or a vision of a compelling improvement. Use of credible case studies that show improvements for peer or competitor organisations. |
| 2. Employer expresses interest in hearing more. | We use our diagnostic-of-choice based on the expressed level of interest and time available. Exit or go to next stage. | A list of available diagnostics is at: http://www.sfbn-mandl.org.uk/files/NewSolutions/Diagnostic_Tools.pdf Many Regions and Broker organisations have preferred models. For Leadership issues the Inspirational Leadership diagnostic has a strong research base and is well received. |
| 3. Employer willing to spend more time investigating what is available, how much it will cost in money and time and what they will get out of it. | We introduce possible solutions based on the identified needs. Exit or go to next stage. | Guidance on Coaching and Mentoring, Action Learning, Inspirational Leadership, and other SSA based solutions are at: http://www.sfbn-mandl.org.uk/ |
| 4. Employer agrees the issue is 'First Level Manager' or 'Managing People' (or something else . . .) | We explain what we can offer as an SSC, what external offers are available, the relative merits of the offers, their likely impact, how much they cost, what funding sources are available and how to access them. Exit or go to next stage. | See http://www.sfbn-mandl.org.uk/ for more guidance. |
| 5. Employer homes in on the 'best' solution for them. | We raise the issue of how to choose the right people to invest in, how to estimate the RoI for the business and the individual and how to support and then measure the impact of the intervention. Exit or go to next stage. | See the Good Practice Guide at: http://www.sfbn-mandl.org.uk/files/NewSolutions/GoodPractice_Guide180707.pdf |
| 6. Employer commits to the solution, the criteria for success and measuring the impact. They also agree to provide us with a case study. | We monitor and follow up. | |