



Improving training and related services for employers

**WORKPLACE COACHING AND MENTORING
FOR APPRENTICESHIPS**

Vision West Nottinghamshire College



Context

- **Sectoral shift in priorities from 2009.**
- **Increased Apprenticeship engagement.**
- **Government priorities 16-18.**
- **Limited work experience, culture and expectations.**
- **Employer buy in, numbers increasing.**
- **Empower employees and apprentices to achieve impact for organisations.**



What has been the challenge?

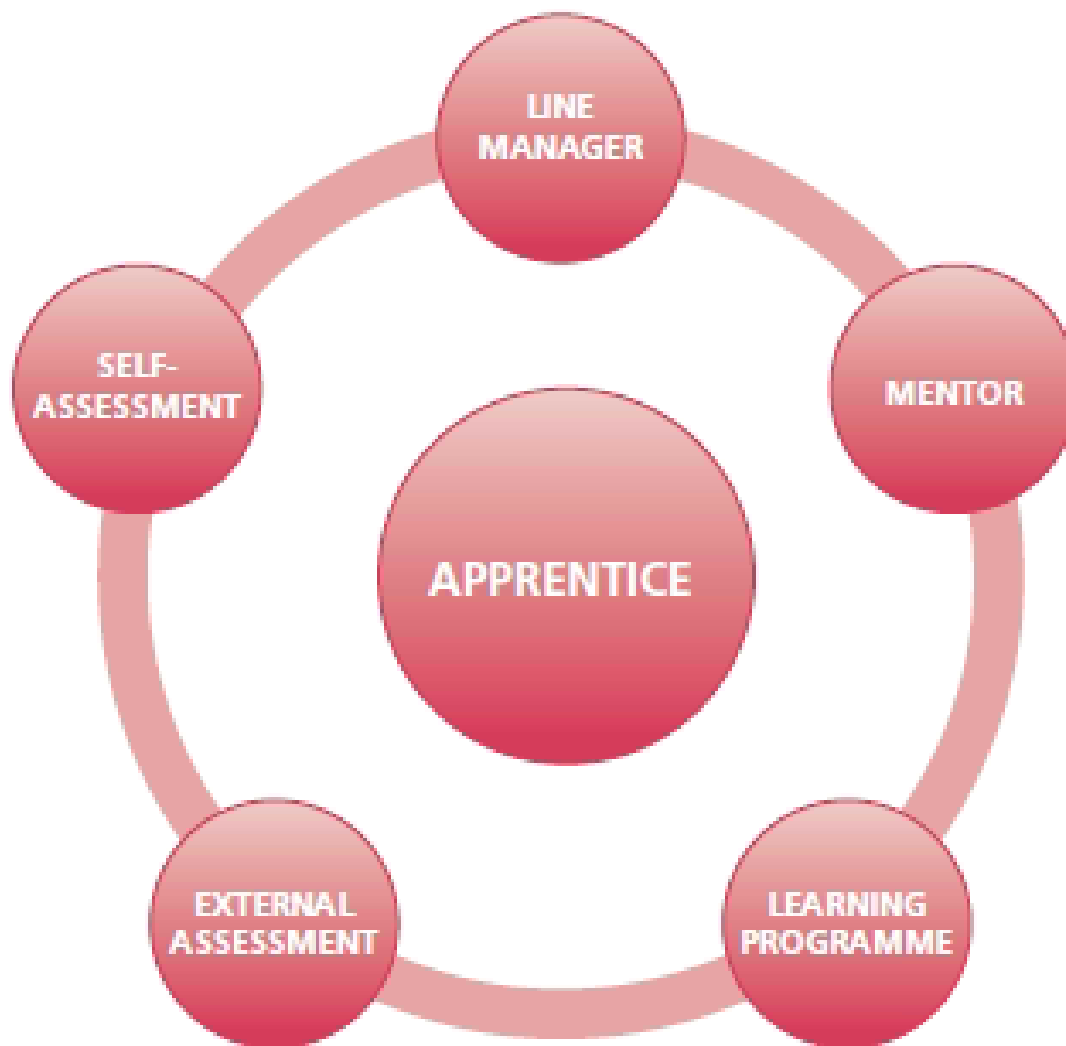
- **Supporting apprentices in work.**
- **How does the employer ensure they have motivated and engaged employees?**
- **What is it that makes a difference to employees? To us? To apprentices?**



Theoretical view

- **CIPD (March 2012): Apprenticeships that work**

“Successful Apprenticeship programmes...up-skill and develop line managers so they can coach their apprentice and act as a role model and engage a workplace-learning mentor in place to further enhance the experience, add and create a proactive environment that builds on their eagerness, motivation and commitment.”





Our response

- **Our project is designed to ‘coach the manager’.**
- **Empower them with a real coaching/mentoring experience to:**
 - **Enhance management skills.**
 - **Supporting apprentices in work.**
 - **Provide them with a qualification, added value.**



Employer A

- **Traditional graduate recruitment programme replaced with pilot apprentice group.**
- **Added value to new Apprenticeships with coaching and mentoring.**
- **Ten managers qualified and supporting 11 apprentices.**
- **Coaching and mentoring template documents.**
- **Empowered managers, improved organisation.**
- **Commitment to continuation of Apprenticeships.**



Employer A

- “[the training]..has motivated me to develop further as a mentor and have more confidence in giving constructive feedback.” *Manager*
- “This course has achieved its aim to empower the managers with skills to overcome the challenge of working with, and managing, young people to keep them motivated and enthusiastic.” *Learning and Development Manager*



Results: Impact and outcomes

- It 'engaged' the apprentice.
- It 'engaged' the manager.
- It saved time and money for the learning and development team.
- It offered a 'complete solution' for the employer and commitment to recruiting apprentices and continuing to work with the College.



What's next?

- **Full dissemination, share with other providers and continued employer promotion and advocacy.**
- **Package the learning into a commercial product.**
- **Sell to other employers and drive a revenue stream.**
- **Provide added value to the Apprenticeship programme.**