

Edinburgh Retail Academy

Susie Foster

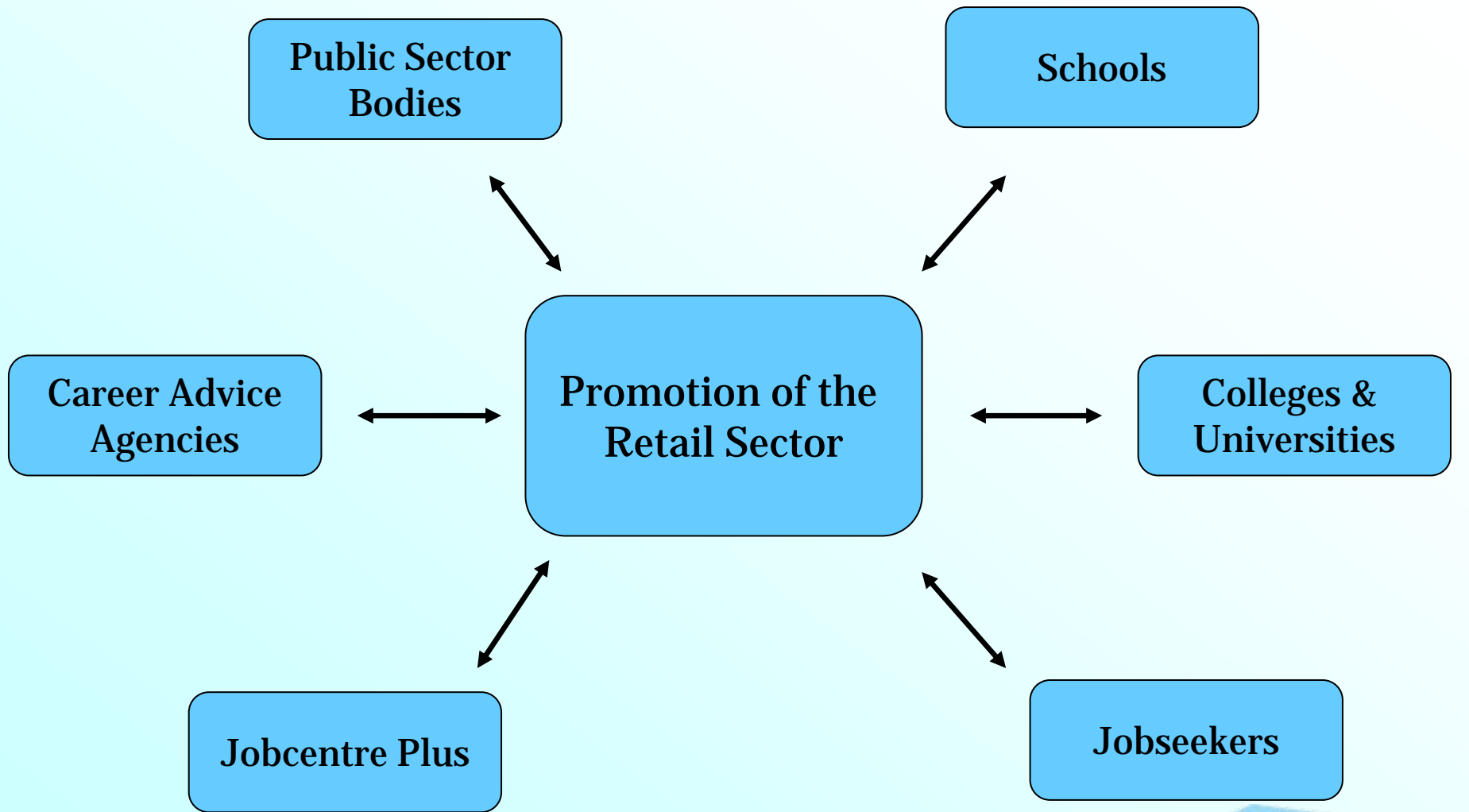
Business Development Manager



Academy Objectives

- To represent the industry
- To promote Retail as a first choice career
- To deliver pre-recruitment sector specific training
- To support employee learning and development
- To co-ordinate the needs of interested parties





Pre-Recruitment Training Solution

- Job seekers:
 - Job-ready requiring sector training
 - Requiring core skills and sector training



Pre-Recruitment Training Solutions

- 3-day workshop – Fast Lane
- 4 week course – Professional Learning Certificate



Fast Lane

Retailer undertakes
normal recruitment
practice



Employer identifies
clients who show potential
but do not meet criteria



Clients attend ERA
3 day workshop



Client attends 2nd
interview



Fast Lane - Content

- Delivering first class service
 - What is Retail?
 - Team-working
 - Communicating Effectively
 - Attitude, Personality & Enthusiasm
 - Test Shop



Fast Lane – The Benefits

- An economic alternative to ‘re-advertising’ opportunities
- Recruits with clear understanding of the sector
- Motivated & Enthusiastic recruits
- A ‘win-win’ result
- Quick turnaround opportunity
- Effective during periods of large recruitment
- Possibility of small and medium sized retailers working together for recruitment



Professional Learning Certificate

Course advertised
via Press, Jobcentre
& Website



Interested clients
interviewed for
suitability



Successful clients
attend 4 week
programme



Successful clients
presented to
employer for
guaranteed interview



Professional Learning Certificate Content

- Delivering first class service
- Positive values and behaviours
- Understanding employers' needs
- Confidence building
- Self-presentation
- Application techniques



Benefits of Professional Learning Certificate

- Creation of a source of trained recruits
- Delivery aligned to periods of peak recruitment
- ‘Filter’ effect for successful screening
- Quality Control of ERA
- Cost effective alternative to advertising



Employee Learning & Development

- Retail Friendly Workshops
- Seminars for information sharing
- B.A. Retail Studies – QMUC
- Certificate in Retail Management
- Currently exploring Vocational Qualifications
- Work in partnership with Sector Skills Council (Skillsmart Retail)



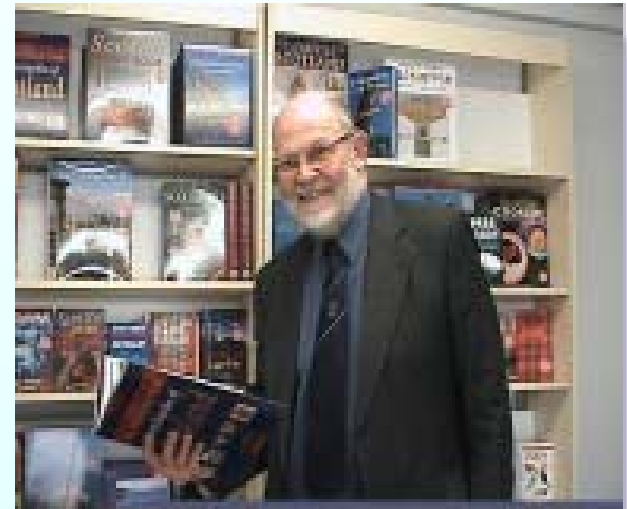
Co-ordinating the needs of interested parties



But what do our customers say?

David Flatman

“We have found the Edinburgh Retail Academy of enormous value in enthusing our managers to improve their performance and that of their staff. Their trainers run a very lively session which is thoroughly enjoyed by all our managers and we believe that enjoyable sessions are of the most use. Finally, the Edinburgh Retail Academy trainers have considerable retail experience, which means their sessions are relevant and practical.”



Customers Comments....

Jimmy Dunbar
Sales Adviser Aitken & Niven

“I have worked in the Retail industry for nearly all my working life. I had the opportunity to work for Burton's Tailoring Group for nearly 20 years as a display and merchandising assistant. I now work for Aitken & Niven which was a position I gained after a meeting with Edinburgh Retail Academy. I already had the necessary skills - I just needed a little help with which direction to take.”



A final word from.....

Tara Zammitt - Comet

“The training I received was really useful in that it helped me understand more about working in retail, developed my communication and customer service skills and gave me a much needed confidence boost. The support from the trainers was encouraging and I liked the fact that they pushed me to succeed. They taught me that if you want it, you have to go out and get it.”



Contact Us!

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Any Questions?

