

Let
your
company
shine

SBC  **AWARDS**
SCOTTISH BUSINESS IN THE COMMUNITY **2009**



SBC 
SCOTTISH BUSINESS IN THE COMMUNITY

Supporting Brokering Challenging
THE HEART OF SCOTTISH BUSINESS

Who are Scottish Business in the Community?

SBC aims to support, broker and challenge businesses to continually improve their positive impact on society to ensure a successful, sustainable economy and environment

Promote Responsible Business practice in

Workplace, Marketplace, Community, Environment

- Not for profit
- Business Led/Membership
- Main Programmes
 - Employability – Ready for Work, Scotland’s Got Talent, Schools
 - Volunteering – CARES, ESV, EVOLVE
 - Environment - May Day Network

Why effective Business Engagement is important

- Message coming from an “outside” source – greater impact
- Remove the “fear” factor about entering the working environment
- Raised aspirations and increased self-confidence
- Better knowledge of what jobs are out there and what skills they require
- Interactive sessions
- Staff development opportunities
- Increased knowledge of business world and opportunities

Scotland's Got Talent

- Employer led research
- Open Door events – business to business
- Agency Training – business engagement
- Talent Summit – April 2009
- Conversion to action – 30 businesses engaged
- Behind the scenes

Talent Week

- National Campaign
- Talent agenda – messaging
- Talent Week – partners
- Engages employers in preparatory workshops identifying talent
- Talent Week itself involves both children and their parents in discussions around aspirations by providing a neutral and welcoming space to facilitate these discussions
- Events in shopping centres by theme exploring using talent

Business Benefits

- **Personal Development Opportunities**
- the development of management, training and mentoring skills among existing staff members trained to act as 'buddies' or coaches for new starts recruited from employability agencies
- development of core skills (e.g. teambuilding, communication) which can be bought back into the business
- a more general 'feel good factor' among staff that comes from their involvement that can contribute to overall job satisfaction.
- **Bottom Line Benefits**
- winning new business
- the opportunity to gain reputation benefits and increase their profile
- market differentiation
- changing perceptions of their business.
- **Recruitment** Companies reported benefits as a result of:
- recruiting from a wider pool of talent and opening up new recruitment streams
- trying out and assessing potential recruits
- the recruitment of highly motivated and committed staff members
- an improved ability to fill large numbers of vacancies
- workforce growth through modern apprenticeships and recruitment of young people.

What now?

- www.scotlandsgottalent.com
- Agency training sessions
- Support for engaging business
- Talent week 2010
- Opportunity for engagement
- Contact me 0131 451 1116
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