

choose the right step for your employees

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why you should choose Kaplan

For over 70 years Kaplan has been the leading global provider of diverse education and training. Our aim is to support individuals, build their futures and make your organisation more effective, productive and competitive.

Kaplan provides a range of Business and Accountancy Apprenticeships which include: Accountancy (AAT), Business and Administration, Customer Service, Team Leading and Management. Kaplan is also a key training provider for the major Accountancy bodies (ACCA, CIMA, ICAEW, CIPFA), as well as other training such as Human Resources, Management and Legal qualifications.

We will work in partnership with you to deliver a tailored work based training programme that meets the requirements of your business. We offer choice and flexibility to suit your training budget and business needs.

Our expert tutors and assessors are dedicated to helping your employees succeed. We are always available to support them, from choosing the right course to successfully completing their qualification.

Our results consistently exceed national averages each year. Over the last ten years, for the AAT qualification alone, we have helped 25,000 people successfully complete their qualification.

If your employee is between the ages of 16-24, all of our NVQ programmes receive full or part government funding, making training affordable.†



Delivering
expert

& bespoke training
solutions for
employees

Why should you choose an NVQ / Apprenticeship?

National vocational qualifications, which are available under the Apprenticeship framework, are a proven way to train your workforce. This style of training will make your organisation more effective, productive and competitive by directly addressing your skills gap.

Even in uncertain economic times, it is an opportunity to offer new and existing staff a vocational qualification in line with their current position. It can refresh existing skills and develop new ones that your organisation needs now and for the future, helping to encourage loyalty and productivity.

[†]Terms and conditions apply, for more information visit www.kaplanapprenticeships.co.uk



apprenticeships are good for business

Over 130,000 companies offer Apprenticeship places because they understand the benefits that Apprentices bring to their business, these include: increased productivity, improved competitiveness and a committed and competent workforce.

Improve Productivity

Apprenticeships deliver real returns to your business. In a recent survey, the majority of employers said that Apprenticeships helped them to improve productivity and to be more competitive.* Training Apprentices is more cost effective than hiring trained staff, leading to lower overall training and recruitment costs.

Develop Skills

Training your staff to develop new skills will improve their performance. Vocational training helps to standardise skills across your firm, creating a benchmark to ensure that you deliver a consistent service to your customers and clients.

Improve Morale

Investing in your employees in this way and giving them the opportunity to undertake training and gain a qualification, is an excellent way to increase morale. Employees are often more eager, motivated and loyal to the company that invest in them.

Government Funding

If your employees are between the ages of 16-24, full or part time government funding is available.† This makes training your employees affordable and provides the perfect opportunity to invest in your staff.

Tailored training

With the combination of mandatory and optional units these NVQs provide you with the chance to tailor the learning programme with your employee, in turn ensuring that the training meets your business requirements.

Identifying potential

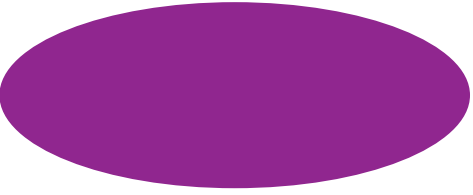
These learning programmes help to identify employees with real potential, providing opportunities for internal career progression. The NVQs provide a great 'stepping stone' for enthusiastic employees to advance their career through higher level qualifications.

*Data source – www.apprenticeships.org

†Terms and conditions apply, for more information visit www.kaplanapprenticeships.co.uk



Apprenticeships
deliver real
returns
for your business



4 steps to employee success

At Kaplan we are committed to the development of your employee's skills to improve your business capability. We have dedicated assessors who will follow these 4 easy steps to guide and support you and your employees throughout their training programme.

1

Training Analysis

Your Kaplan assessor will work with you to analyse any skills gaps in your workforce and identify the qualification and training options available to your business and employees.

2

Learning and Assessment

Our dedicated assessors will carry out an initial assessment of the learner in line with your business needs and match the most suitable Apprenticeship programme to the learner. We will then create an agreed training plan with you and your learner with a suitable timeframe.

The Accountancy (AAT) Apprenticeship is predominantly classroom based learning, where learners have the flexibility to mix and match their studies between their local Kaplan centre, to suit their personal commitments.

All the other Apprenticeships we offer are entirely assessed by work based learning, with a dedicated assessor carrying out the majority of all training and assessing at the employees work place. This approach is designed to minimise disruption to the working week.

3

Recruitment and Support

We can help you recruit Apprentices using our dedicated CV service or support your existing staff into an NVQ programme. To find out more refer to page 12.

4

Success and Evaluation

Throughout the learning programme and on completion of the qualification we will carry out an evaluation of the service provided to help continually improve our standards.

Kaplan will offer ongoing support to clients and employees alike through regular visits to enable both parties to discuss any further training requirements as they arise.

Using our revolutionary online assessment platforms Kaplan EN-gage, for AAT and ENVQ for all our other Apprenticeships, you and your employees can see what progress they have made and remain on track to ensure they succeed.

Support
it never stops
when you choose
Kaplan

What is expected of you as an employer?

It is essential that you give your Apprentice an induction into their role and provide on-the-job training and support. As an employer you are also responsible for the wages of your Apprentice which is usually around £95 a week. All Apprentices aged 16 and over must pay tax and national insurance* on their income, and be given at least 20 days paid holiday per year plus bank holidays.

An Apprentice must be offered a minimum of 16 hours of work per week to complete an Apprenticeship although most Apprentices are employed full time. Most training can be carried out in the work place or at one of Kaplan's 28 centres and tuition is flexible to minimise disruption to the working week.

Most importantly, as an employer you will have to ensure that you provide support and mentoring throughout the programme to ensure you provide effective training.

*Tax and NI only apply if earning over a certain amount.



which is the right step for your employees?

Kaplan can help your employees to gain an NVQ qualification in any of the following Business & Accountancy Apprenticeships:

- Accountancy (AAT)
- Business and Administration
- Customer Service
- Team Leading
- Management





AAT - Levels 2, 3 & 4

AAT (the Association of Accounting Technicians) is internationally recognised and has over 100,000 members in the UK today. This qualification is ideal for those employees who currently work in or are interested in the financial side of your business.

This qualification will give your employee a real insight into how the whole organisation works and provide a chance for them to make a big difference to your overall business performance.

The content is wide and varied, including: Financial Accounting, Management Accounting, Tax, Audit and System Analysis. An Apprenticeship in Accountancy will enable your employees to qualify in this profession and develop their core skills such as numeracy and literacy.

On successful completion of the AAT qualification, your employee will gain exemptions from some of the major professional accountancy qualifications such as ACCA, CIMA, ICAEW and CIPFA. This will help those learners interested in developing a strong career in accounting achieve their qualifications quicker than if they go to university.

Business and Administration – Levels 2 & 3

This programme will help your employees develop exceptional business administration skills, which can be utilised in a variety of roles and industries. The course is designed to give your employees the confidence and ability to manage multiple administrative tasks.

The units include: Organising and supporting meetings, research and report writing and looking after business software. Successful completion of this recognised qualification will give your employee the skills to carry out a multitude of administrative tasks such as directing calls, typing letters, organising meetings and distribution of important documents.

Administration skills are essential within any organisation. This Apprenticeship is ideal for those employees who wish to develop a successful career in Business and Administration.

The Business and Administration NVQ is an excellent platform for learners to move onto AAT, Customer Service or the Team Leading qualification.

Customer Service - Levels 2 & 3

This programme will provide your employee with the skills to deliver excellent Customer Service, which can be applied to a range of job roles across different sectors. This course is ideal for those employees dealing with customers both face to face and over the phone and those who need to improve their communication skills.

With a selection of optional units to focus upon, the qualification will include developing a better understanding of customer relationships, improving customer loyalty and problem solving.

This programme will enhance the importance of communication, using essential techniques to improve customer satisfaction. The employee will be able to handle customer complaints and queries, concentrating on retention of business and increased sales.

The Customer Service NVQ has 2 levels and often leads learners into the Team Leading NVQ.

Team Leading – Level 2

This programme is designed to help your employees develop the skills and attitude they need to perform effectively as Team Leaders. It gives practising and aspiring Team Leaders a solid foundation on which to develop their leadership skills, helping them to motivate their team members and achieve targets.

The units covered will include areas such as managing resources, providing leadership, setting objectives and operational planning. This will equip your employees to be able to motivate a team, develop productive working relationships, participate in meetings, support customer service improvements and allocate and check work within a team; all skills which are essential within any organisation.

On completion of this NVQ your employee will make a significant difference to the performance of your business and gain recognition for their team leading experience.

After completing the Team Leading NVQ employees with suitable experience can progress onto the Management NVQ.



Providing
skills
and qualifications
for the future

Management – Level 3

This programme will equip your managers with the knowledge and understanding they need to apply relevant management techniques. This qualification is highly flexible and designed to develop the knowledge, skills and attitudes managers need to perform more effectively.

The content of this qualification is wide and varied and will cover: managing performance, how to become an effective manager, recruit an effective workforce, plan and implement change, solve problems and managing budgets. As a result of training in the Management qualification, your employees will have the ability to ensure that their team are productive, which will significantly contribute to the performance of your organisation.

This NVQ is ideal for anyone who needs to manage their own resources, provide leadership and allocate or monitor the progress and quality of work in their area of responsibility.

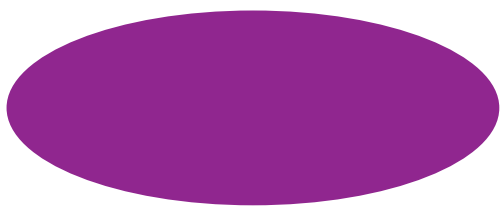
Kaplan also offers a range of Management Diplomas which your employees can progress onto following successful completion of the NVQ.



3 steps to recruitment success

At Kaplan we are committed to helping your company find fresh new talent to develop your workforce. Kaplan can help you find the right talent through:

- 1 Dedicated CV service
- 2 Accountancy scholarships
- 3 Summer schools





Find tomorrow's
talent
using Kaplan's
CV Service





Dedicated CV Placement Service

Kaplan has developed a CV Service which is marketed to suitable candidates throughout the UK who are keen to work within your organisation. Upon receipt of CVs our dedicated support teams will discuss experience and career aspirations with the candidates to find the appropriate match.

We will conduct interviews with all candidates to ensure they are suitable for your business requirements before we introduce you to prospective employees. That way we can ensure that the candidates are of a high standard to suit your business needs.

This service enables you to inform us of your latest vacancies and let us help you to find the perfect match to your recruitment criteria within all Business and Accountancy related roles. Through our CV Service Kaplan can help you to find fresh new talent, without the expensive costs of recruitment agencies.

Here are just some of the companies we have successfully worked with:



claire's



Tenon



Take a step in the right direction and find tomorrow's talent with Kaplan.

Email all current vacancies to:
steponup@kaplan.co.uk



Kaplan Accountancy Scholarships

We are really proud to offer all year 11 and 13 students the opportunity to apply for a place on our Accountancy Scholarship programme.

This is targeted at students who have an interest in a career in business or accountancy. A selection of the applications are carefully chosen to be invited for an interview. The best candidates are then invited back for a final selection process.

The value of the Accounting Scholarship is in excess of £15,000 and would give the learner increased training and development opportunities within your company completely free of charge. Our dedicated support teams will work with you to ensure you find the perfect Scholar suited to your business requirements.

The winners of the Accountancy Scholarship receive full AAT tuition, followed by their choice of ACCA, CIMA, ICAEW or CIPFA completely free of charge*, regardless of whether they obtain employment or government funding.

Applications for the Scholarship programme start during the autumn school term, whilst interviews and the final selection process take place in the spring, with the course and job starting in September.

If you're interested in recruiting the Accountants of tomorrow, or want to sit on the interview panel as an employer, contact your local Apprenticeship Co-ordinator today.

* Terms and conditions apply

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Kaplan Summer Schools

As part of our commitment to young people, every year Kaplan hosts a free Summer School. This programme is aimed at year 11, 12 and 13 students to help young people make the right career step.

Students will attend a four day course, held at a local Kaplan centre during the summer holidays. The Summer School will introduce participants to working in a professional environment and provide them with an introduction into business and accountancy. The course also gives attendees advice about how to develop an effective CV, interview techniques and a chance to meet with employers.

This four day course is the perfect way for you to meet potential learners to find out more about the benefits of investing in an Apprentice and give something back to your local community.

"I would very much like to thank you for such a fantastic, informative week last week. It surpassed all my expectations and it was so useful."

A future Apprentice



"We've attended the Kaplan summer school 2 years running now and it has proved a fantastic way to meet potential trainees. Not only is it great fun to participate in, we also recruited the Kaplan scholarship winner on to our training scheme."

Clair Jack,
Target Chartered
Accountants

An example of our Summer Schools held in Reading

Now in its third year, the Reading Summer Business School attracts a diverse range of eager young minds. Last year's course had an impressive attendance of 30 Year 12 students, from over 18 different schools in Berkshire. The four day course started with an introduction to the basics of Accounting and moved on to a business case study based on franchises.

The students were fortunate enough to benefit from tips from some of the UK's leading accountancy employers on CV writing from Target Accountants and improve their interview skills lead by a team from Grant Thornton.

helping your employees step into an apprenticeship





A personalised programme for your employee

Prior to enrolment we will assess your employees previous qualifications, work experience and progression plans. Based on this we will produce a personalised programme for the employee, with manageable dates for them to work towards.

Our support never stops

Our teams are always on hand to ensure your employee achieves success, whether it's on the phone, on email or by personal one-to-ones. We have professional centrally located premises, equipped with the latest classroom technology and internet access for all our learners.

Help with assessments

To help you organise your employees' work-based evidence in the correct format, we will supply the learner with an online portfolio builder, for all programmes*. Plus your employee can access guidance from our online support portals, through Kaplan EN-gage and ENVQ.

Build an employee portfolio

We will help assess your employees collection of work based evidence and their competence in applying new skills to real situations, through our innovative learning solutions, Kaplan EN-gage for AAT and ENVQ for all other qualifications.

Helping to develop key skills

We will work with your employees to develop key skills which include application of numbers and communication.

Kaplan EN-gage

Kaplan EN-gage provides learners with an interactive learning platform, to use both inside and outside of the classroom. This makes learning more flexible and accessible wherever your employee chooses to study. This online platform provides integrated online study materials, comprehensive online testing for assessments and reports for their tutors to review. Kaplan EN-gage also provides additional support for the times when the learner is not in class.

ENVQ

All learning programmes and assessments will be available on the web based ENVQ system. This creates an online portfolio of work based evidence throughout the qualification. The ENVQ system is available to access anywhere online by the employee, their manager and their assessor. This facility allows you and your employee to visualise the percentage of the qualification that has been complete, which is very useful for carrying out appraisals.

Providing your employee with the right tools

All our study materials are included at no extra charge. Their clear uncluttered style will guide your employees through their programme.

Giving your employee a PASS guarantee

We're so confident about getting your employee through their AAT qualification, we can offer them a PASS Guarantee; if unsuccessful in any unit to which the guarantee applies they can retake that element without charge.**

*AAT only

** Terms and conditions apply

what the UKs leading companies think about Kaplan



Eurostar UK Ltd

With 5 employees studying Business and Administration Apprenticeships working in different parts of the business, Eurostar's employees are benefitting from studying NVQ Level 2 in Business and Administration, the Apprenticeship has already proved successful in helping the learners to develop exceptional organisational skills needed to carry out their job role more effectively.

“The Business and Administration Apprenticeship has proven to be very motivational and allows the candidate to reflect on their role and performance within our organisation. Kaplan has been very supportive, providing first class service throughout the training programme. I would definitely recommend Kaplan to any organisation.”

Keith Jones,
Training Manager,
Eurostar UK Ltd

“The qualifications have been a huge benefit to the personal development of our employees, the training has helped them to further develop their skills allowing members of the team to gain qualifications and the confidence to pursue their ambitions within Connect. We always receive professional support and advice from Kaplan and were not under any pressure throughout the training plan. They have been very professional in their approach to our training needs and I would highly recommend Kaplan to other organisations. ”

Gill Reay,
Connect Physical Health



Connect

With several employees studying towards their Business and Administration, Team Leading and Management NVQs, Kaplan are helping to develop the skills of connects workforce.

The Kaplan Apprenticeship programme has helped their employees to benefit from receiving government funding making training their employees possible, without a training budget.



M**MORRISONS****Morrisons Plc**

With over 80 employees from Transaction Processing departments through to Assistant Accountant and Finance Analyst areas of the business, Morrisons employees are benefitting from studying AAT, CIMA and ACCA qualifications with Kaplan. Morrisons endeavour to provide training for their employees as they believe training develops their employees' confidence and adds real value to the business, this coupled with the ability to develop the best understanding of the employees' day to day activities and the ability to drive important improvements to processes.

One of our Kaplan students Jemma Lumby who recently completed her AAT qualification, was chosen to attend a national Apprenticeships conference this year attended by Sir Alan Sugar and several MPs.

"Ever since school I have always had a head for numbers. I feel proud to work for a FTSE 100 company like Morrisons as the study support is excellent! At first I found it difficult to study and work full time but as I have progressed through the levels I have learned to manage my time a lot better. Kaplan has been very supportive through my 3 years of studying with them. The material is excellent and you have regular reviews to monitor your progress."

Jemma Lumby
Kaplan AAT student & Fuel Analyst,
Morrisons Plc

"Kaplan have been very proactive to our needs, they opened our Bradford centre in answer to our students' location and work to provide the best resources, including holding regular interviews, mock exams and computer based tests at our Head Office. Our Account Manager Jo Jarvis is always in touch and any issues are always dealt with in a timely manner. I cannot recommend Kaplan more; they always strive to go the extra mile and are dedicated to the advancement of the learners."

David Stephenson,
Financial Accountant,
Morrisons Plc



where can you find us?

Go on!
make Kaplan
your next step

We are here for you every step of the way.

Birmingham	0121 200 8446	Matt Gofton
Bradford	0113 243 7414	Jo Jarvis
Bristol	0117 925 5266	Rowena Ham
Cambridge	01603 883 404	Caron Betts
Cardiff	0292 038 8067	Jamie Parker
Crawley	0129 351 8400	Peter Nunn
Darlington	0191 211 3910	Sarah Willox
Derby	0115 853 3600	Hannah Currie
Glasgow	0141 333 5986	Samantha Hastie
Grimsby	0148 238 8243	Graham Jefferson
Hull	0148 238 8243	Graham Jefferson
Ipswich	0160 388 3404	Caron Betts
Leeds	0113 243 7400	Brian Culleton
Leicester	0116 204 5985	Hannah Currie
Liverpool	0151 236 4052	Jaine Davies
London	0207 520 1169	Catrin Thomas
Manchester	0161 233 2008	Leah Jacobsen
Milton Keynes	0190 820 1127	Helen Gibbons
Newcastle	0191 211 3910	Sarah Willox
Nottingham	0115 853 3600	Hannah Currie
Norwich	0160 388 3404	Caron Betts
Peterborough	0115 853 3600	Hannah Currie
Preston	0161 233 2008	Leah Jacobsen
Reading	0118 951 3100	Joey Harman
Sheffield	0113 243 7414	Jo Jarvis
Southampton	0238 022 0852	Mandi Philips

To find out more visit
www.kaplanapprenticeships.co.uk or contact your local centre.