

## **Client Case Studies - Training.**

### **Business Benefits from Equality and Diversity.**

We have recently run a series of training sessions for over 100 employees of one business support organisation - from Chief Executive to receptionist with special focus on those providing front line services and marketing. The response from trainees was hugely positive - they welcomed the practical and relevant approach and recognised how the learning contributes to overall operational improvement initiatives.

#### **Comments Included:**

"The session was outstanding and will help me carry out my job with much more understanding."

"Excellent session. Liked the business case approach."

"A fantastic course and very useful. Made me think about things in a new way."

### **Teaming up with Disabled People.**

This was "eye-opening" training according to one attendee. After an overview of different aspects of disability, including etiquette and insight in to various impairments, we introduced the business attendees to a diverse group of disabled people. Together they undertook interview exercises - each taking turns in different roles. Mixed teams then worked together, accommodating each others' needs and skills in creating fabulous flower arrangements (the men) and hammering together stud walls (the women). With everyone working outside their usual "comfort zone", the teams were supporting each other on a more level playing field. The business attendees had gained a real understanding of the latent potential of disabled people, the barriers they encounter in life and trying to find work plus, their determination and motivation to succeed.

#### **Comments Included:**

"Having a facilitator with a visual impairment was instantly a barrier breaker and my confidence gained from the beginning of the course."

"Meeting so many different people with different disabilities was invaluable. Barriers disappeared very quickly because we made the time to get to know each other. It became about real people and not labels or stereotypes."

### **Promotion that opens up New Markets.**

The business case for new approaches to inclusive marketing is central to this training session. We cover everything from using the right language and outlets to corporate messages and images. Within a few weeks, this team was revising their literature, adopting new writing styles and offering alternative formats.

#### **Comments Included:**

"Very informative training with ideas that I can implement straight away."

"A useful and informative day. Plenty of ideas to go away and develop."

**Confident Call Centre Staff.**

We have delivered training sessions to several organisations who offer customer contact through call centres. But their teams were unsure how to gather key monitoring data. Not only did this mean that there was little evidence to demonstrate performance but it also raised risks around legal compliance.

Within just a few hours of training, exercises and role play, the call centre staff felt much better equipped to manage calls from all sorts of customers. They were able to identify changes needed to their systems and scripts - leaving with new confidence and enthusiasm.

**Comments Included:**

"I found this workshop fantastic. It was very informative and will help me moving forward in my everyday role. It has helped me gain confidence."

"Informative and creative. Made me feel more confident about contact with disabled clients."

For more information about our business support activities, visit

<http://www.businessability.co.uk>

**Feeling Confident about Reasonable Adjustments.**

Working with ACAS we were able to add our unique style of training to a series of workshops aimed at raising disability awareness amongst small to medium sized businesses across the South East region. They explored the benefits their businesses could achieve by employing disabled people. Practical exercises using their own job specifications produced new and personal insights and confidence. They gained better understanding of the many simple ways to identify and implement effective reasonable adjustments - and just what "reasonable" means.