



# Insights and Apprenticeships

Insights Learning & Development Ltd

“Apprenticeship schemes can be one way to develop and train the managers of the future by training someone in the style of your business.”

- Forum of Private Business



# How can Insights support apprenticeship schemes?

## The apprenticeship levy and what it means for business

In April 2017 the UK Government will introduce the apprenticeship levy. The levy will require businesses to invest in apprenticeships, and employers with an annual pay bill of more than £3 million will be required to spend 0.5 per cent of their pay bill each month on the levy. The government is also introducing a levy allowance of £15,000 per year, to be shared amongst connected companies, which will be subtracted from the 0.5 per cent total. While the levy is being introduced in April, payments are set to start in May 2017 and it will be up to employers to notify HMRC each month as to whether they are eligible to pay.

Once employers in England have registered and paid the levy, they will then be able to access funding through a digital apprenticeship service account. This will allow them to select and pay Government-approved training providers and post apprenticeship vacancies. Initially, the service will only be available to businesses paying the levy, but the plan is to give all employers access to the digital account by 2020. In addition to the amount paid into the account, the Government will apply a 10 per cent top up on funds, meaning that for every £1 paid in, the employer gets £1.10 to spend. Businesses will have 24 months to spend their funds (vouchers) before they expire.

It's worth noting here that the digital apprenticeship service will only apply to businesses in England. Separate measures will be in place for Scotland, Wales and Northern Ireland.

## What can the funds be used for?

The funds will not be used to pay for skills-based training; they will pay for the off-the-job training provided to the apprentice. It is worth mentioning that this is to account for 20 per cent (one day a week) of their training. This is a clear indication of how importantly the Government views personal development for apprentices. Using the funds in the digital account will mean that employers are making an investment in training a new crop of employees who will learn the ins and outs of a business from scratch.

## How can Insights help?

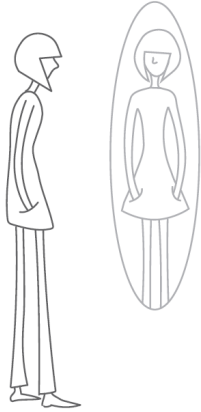
Apprenticeships now are not just about learning job-specific, skills but about developing their behavioural attributes. We can help apprentices to recognise their strengths and weaknesses and how they show up in a team. Learning this now will help them become a good communicator and understand why they and those around them behave in the way they do. As they progress through their career these skills will be invaluable, enabling them to become positive team players, who can develop leadership qualities. We know that helping apprentices to develop their strong leadership qualities will assist them to contribute meaningfully to the productivity of the organisation.



“The average  
Apprenticeship  
completer  
increases business  
productivity  
by £214 per  
week leading to  
increased profits,  
lower prices, better  
products and  
higher wages.”

- Centre for Economics and  
Business Research

# How can Insights help your apprenticeship programme?



Based on the work of Carl Jung and Jolande Jacobi, Insights uses psychometric models to develop awareness of self and others that can be used to make practical improvements in the workplace and in relationships.

Using Jung's typology, Insights Discovery offers a framework for self-understanding and personal development. Research suggests that a good understanding of self enables individuals to develop effective strategies for interaction and can help them to better respond to the demands of their environment.

The self-awareness of each individual is the starting point for optimising business performance. We believe that self-aware individuals make better apprentices, employees, team players, leaders and ultimately more successful organisations.

## Building the apprentices' personal effectiveness using Insights Discovery

Insights Discovery is a simple and accessible four colour model which, accompanied by an Insights Discovery Personal Profile, will help the apprentices to understand more about themselves and others.

It creates a common language that makes it easier to identify strengths and address weaknesses, so that the apprentices, and their teams, can perform at their highest level.

Every person has all four colour energies within them but has a natural preference for some over others, which influences their motivations and behaviour; it is the combination of these energies which creates each unique personality.

By understanding their own and others' preferences better, apprentices can:

- Take simple, practical actions that improve their everyday relationships with colleagues and customers
- Identify strengths and weaknesses in order to take control of their own personal development
- Understand more about what motivates and challenges them at work so that they can reach optimum engagement and productivity





# How can Insights help get your organisation ready for an apprenticeship programme?

Apprentices are at the beginning of their working journey and enabling them to rapidly understand the impact of their behaviours on themselves and others, will help to break down the barriers of communication that can cause a divide. Increasing their self-awareness can help apprentices to choose how they respond - in the moment - to any situation in a positive way. By helping them to understand themselves and others at the beginning of their careers, they will be productive, effective members of your business for years to come.

## Making your values stand out

Insights can help with the on-boarding process and help apprentices to connect with your organisation from the beginning. We know that people want to work for organisations that reflect their values (PwC) and through Insights Discovery we will help apprentices to make the right connections between their own personal values and the organisation's values.

## Preparing your people for organisational change

There are clear gains for an organisation in employing an apprentice; loyalty, enthusiasm and profitability to name a few. However it is inevitable that investing in an apprenticeship scheme will have an impact on your organisational culture. A new member of the team can cause everyone to reassess their place in the existing structure. Insights Discovery addresses the people-element of change at an individual, team and leadership level, all of which combine to increase the chances of a successful transition where change not only occurs, but is sustained.

## Helping your people to feel motivated at work

If an organisation hasn't traditionally recruited apprentices, then doing so now could have an impact on staff morale as the team and organisational dynamics change. When staff are not motivated they are not only less productive; their negative and disengaged behaviours can damage the working environment for everyone else. Insights Discovery helps people to understand their own personality preferences, and those of others. This in turn helps build effective communication strategies for everyday and difficult conversations, reducing conflict and allowing for successful team collaboration.

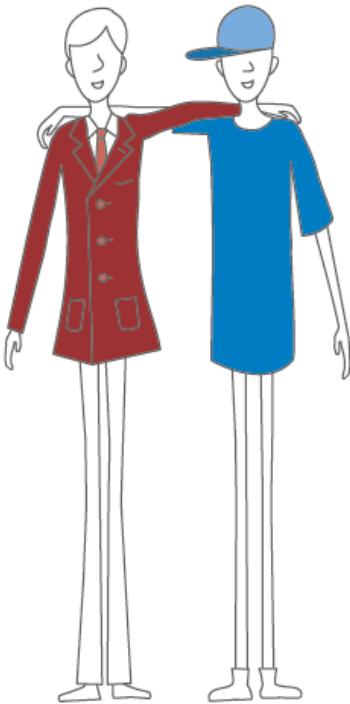
"The Apprentices loved the Insights Discovery model, finding it easy to understand and use. This is the first year we have used Insights and we have noticed a much greater awareness of behaviours on an individual level and also more effective teamwork as a result. We will definitely be including it in future programmes."

Tromie Dodd,  
Programme  
Manager, Fifteen's  
Apprentice  
Programme

# Our impact

The impact of Insights is in our ability to help apprentices:

- Really understand themselves and how to improve their personal effectiveness
- Adapt and connect with others to get the best possible outcomes from relationships
- Work more collaboratively and respectfully with team members, manager and customers



When the apprentices and existing employees within your organisation are working more effectively, you have the groundwork in place for high performing teams. We know that effective teams are the building blocks of successful organisations, so it's vital that the organisations' apprentices and existing employees are balanced, focused and cohesive.

By using Insights Discovery to integrate the apprentices into your organisation you will see:

- apprentices and existing employees build positive, respectful relationships
- an increase in productivity
- higher levels of engagement
- better communication

In summary, through leveraging the skills and motivation of your apprentices and employees you will be able to achieve your longer-term business goals.

## Next steps

Insights can support in more areas than those covered in this document but we have picked out those challenges that are the most common for organisations that employ apprentices.

For more information about how we can support your apprenticeship programme, visit our website: [www.insights.com](http://www.insights.com) or email us at [letushelp@insights.com](mailto:letushelp@insights.com).

## Sources

The power to perform: Human capital 2020 and beyond, PwC

<https://www.fpb.org/business-support/apprenticeships>

<https://www.cebr.com/reports/productivitymatters/>

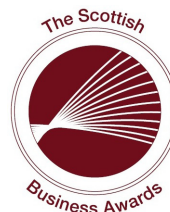
## About Insights

Insights provides people development programmes that help companies all over the world get the very best from their people at work.

Our solutions are influenced by Jungian psychology and use interactive psychometric models of increasing depth, which are used to help organisations get the best from their people.

With a global reach that extends to 41 countries, we help our clients tackle various business challenges, from boosting team effectiveness to creating transformational leaders. We are committed to bringing self-awareness to individuals, to help them make a positive difference in the workplace and in their everyday relationships.

Established in 1993, Insights is a family-run organisation that has its headquarters in Dundee, Scotland and Austin, Texas.





[www.insights.com](http://www.insights.com)