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Grant Funded Training for Women in the Automotive Industry

If you are an automotive manufacturer or retailer in England then why not train your female staff for **free**?

We are offering a one day Certificated Training Programme in 'Business Improvement Techniques'. The session will be delivered by inspirational speakers who will focus on personal development, motivation, customer care, managing risks and adding value to your business.

Less than 20% of the retail motor industry's workforce is female. The sector needs to develop a more diverse workforce which will improve the industry as a whole.

So how do I benefit as an employer?

- Funding – it won't cost your business other than time off, travel expenses for your staff etc.
- The development of existing women employees, at all levels, including management and leadership
- Improved staff development and loyalty
- Giving female employees the opportunity to progress in their careers and exercise their management potential
- Improved performance
- Businesses with a diverse workforce are more likely to be innovative and creative, developing new and effective ways of increasing profitability
- Improved recruitment and customer service
- Over 40% of the retail motor industry's customers are women but this is not currently reflected in the workforce

Sounds great, how do I qualify?

To qualify, employers must:

- Ensure women registered on the programme have a personal development plan. This can include as many programmes, courses or development activities as an individual needs. We will assist your staff to develop such a plan
- Match the funding given, which could be in the time you give women to complete the development plan and in your support of the programme.

I qualify! How do I get involved?

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