

Blended Learning Curriculum for a Leading Financial Services Provider



**Bespoke Training and eLearning to
Support eRecruitment System Roll-out**
November 2009

Our Client

Our client is one of the UK's largest providers of financial services. Its multiple brands hold market leading positions; it serves over 30million customers. Employing over 100,000 staff across the UK, it is committed to attracting, retaining and developing high quality candidates and views this as a key contributor to its ongoing success.

Centralising Recruitment Activities

In late 2009, our client implemented an eRecruitment tool to consolidate vacancies into a single system. The system was intended to help the bank manage candidates from the talent acquisition phase, through the interview and selection stages, and to employee onboarding.

To ensure that users were able to get the most out the new system, our client required an effective training programme.

SkillSet's Approach

We began by conducting a training needs analysis (TNA) to identify training and development needs across the organisation. The TNA identified existing skills levels and highlighted gaps that needed to be addressed. SkillSet then identified the skills and knowledge required by employees to use the eRecruitment system effectively.

SkillSet created learning strategy to fit the client's budget and training requirements. The strategy was aligned to the client's learning culture and was based on a clear identification of training needs.

We then designed and implemented a blended learning programme to be delivered to over 4,000 recruiters and hiring managers across the UK.

Blended Learning Programme

SkillSet developed and delivered a programme of training modules to support the client's eRecruitment tool and associated HR processes. The training programme included classroom-based courses, online learning resources, quick reference guides, system demonstrations and process documentation.

We recommended a 'core and spoke' approach. This enabled the client to ensure that mandatory training was delivered to staff, while developing optional 'spoke' modules to reinforce learning. The core and spoke approach enabled SkillSet to prioritise the development of core modules and deliver them in accordance with the aggressive project timescales. Learners were then able to take control of their own learning and access the learning materials as and when required.

The SkillSet team delivered learning materials to support hiring managers, recruiters and system administrators. As well as providing an overview of the new eRecruitment tool, the modules also covered topics such as raising a requisition, approving a vacancy and delegating tasks within the system.

SkillSet successfully delivered learning materials to support a broad range of user types and processes. We also provided super-user training to ensure that the client was able to effectively support the system, processes and users.

What is Core and Spoke?

The core and spoke approach is a **blended learning model** where the learner takes mandatory core modules that are supplemented by optional spokes. It allows clients to **develop and promote core modules** within tight timescales. It also provides learners with **flexible access** to learning materials and enables them to take **control** on their own learning.

Summary

SkillSet successfully delivered training to support the first phase of the client's multi-phase rollout programme. Feedback from the client and the eRecruitment system vendor was highly positive. With the help of the training materials, system users were able to easily understand the changes to the recruitment process and the benefits offered by the new system. Learners have since been confident in their ability to apply the skills and knowledge gained throughout the training programme.

SkillSet's contribution was viewed as a key enabler of the successful 'go live' of the eRecruitment system across the UK.

About SkillSet

SkillSet is a specialist provider of learning services to multi-national blue chip clients, SMEs and public sector organisations. We deliver application training and people development programmes to clients across a broad range of industry sectors, including the oil and gas, pharmaceutical, financial services, retail and healthcare markets.

We work with organisations with varying requirements and have a successful track record of delivery. Our clients include BP, Tesco, UBS, Lloyds Banking Group and a range of NHS Trusts.