



## How to access skills funding to grow your business

Investing time and finance into staff training and development is absolutely key to ensuring your business has a strong and resilient future ahead.

However, our research shows that one of the biggest barriers for businesses was finding the funds to invest in skills. Do you know that funding is available to help you access the skills solutions you need?

Follow our step by step guide on accessing skills funding, and find out the many ways in which Rise can help your business grow:

### 1. Identify opportunity

Business resilience often hinges on the ability to be flexible. This is something we've seen more than ever recently. True flexibility lies in a diverse skills set. Whether a sole trader, or managing a big team, our first piece of advice is to identify what your customer or client needs are, determine whether your business and/or people can meet those needs, and then upskill your business accordingly.

### 2. Assess the strengths and weaknesses of your team

Once you've decided on what your clients need from your business, you can identify the specific skills, behaviours and attributes that your company lacks. Do you have budding leaders rising in your business who could benefit from honing their management skills to streamline people and processes? Or perhaps you would benefit from social media training to help improve local visibility of your brand? Identify these needs and address them through training.

### 3. Ask the experts

Seeing the wood for the trees can be a common problem amongst employers identifying opportunities for growth. This is where skills diagnostics can be hugely beneficial. By teaming up with the experts from Rise, employers can access a no obligation and free of charge business diagnostic that is tailored to help support business growth.

### 4. Concerned about funding?

The Rise team are experts on skills provision and funding. Businesses can discuss their training needs and Rise will explore and advise on access to funding for courses, and refer you to other business support opportunities. Local employers could be eligible to receive up to 100% funding towards chosen programmes. As well as discounted training fees, Rise is also able to provide access to free courses for local businesses.

### 5. Consider alternative forms of business enhancement and funding

Finally, it's also important to remain open to other options when it comes to growing and/or diversifying a team's skill set. The Rise team can help businesses take advantage of opportunities such as work experience programmes, access to a pool of talented students, cost-effective apprenticeships and government backed initiatives such as the Kickstart programme, all of which can help employers to develop and mould talent for the future.



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Skills development is proven to help boost productivity and support business growth and profitability. Don't let funding be a hurdle to your business growth, speak to the Rise at Calderdale College team today and discover a range of opportunities available to start your skills development for business growth.

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*Click Enquire Now and one of our expert advisors will be in contact.*

*Alternatively, call 01422 418 430 or email: [employers@calderdale.ac.uk](mailto:employers@calderdale.ac.uk)*

*Enquire now*