

## **Using the ROI methodology at SkillsActive**

### **Interview in April 2008 with Florence Orban, Director of Business Development at SkillsActive**

Florence attended abdi's 10-11 March open-booking two-day workshop on the ROI methodology, together with Claire Mitchell, SkillsActive's Business Service Manager. SkillsActive is the Sector Skills Council for the active leisure and learning industry, comprising sport and recreation, health and fitness, playwork, the outdoors and caravans. The Council is charged with employer engagement in the development of the sector, identifying sector needs, ensuring efficiency and effectiveness in sectoral development and building partnerships to deliver to a highly competitive sector with a very strong public health dimension.

With the 2012 London Olympics fast approaching, this sector will be of great importance in both public engagement and delivering the skills and services to support a successful hosting!

Florence and Claire used the two day workshop to focus on their current priorities and to model application of the methodology to deliver improvements to some current business development initiatives.

In addition, Florence plans to apply the methodology to embed more systematic and business focused planning and analysis of investment in L&D initiatives across the employees of the Council itself. 'We need people to engage in L&D programmes with much greater focus on how they will use what they learn to directly impact on our business performance. We should be sharing with them information on the full cost of the investment made in these L&D opportunities. We are taking forward some of the action planning recommendations from the workshop -- building more systematic recording before training and adopting much more action planning and execution after training.'

Florence believes there will be important benefits to employers from the adoption of the methodology by Skills Active. 'We want to be able to provide tools and resources to help employers ask the right questions when planning skills investment. We see this as part of our mandate in delivering greater effectiveness and efficiency into skills investment. In particular, we need to support greater alignment in the sector between employers' needs and the training that is undertaken'.