

Benefits to Employers

This guide provides an overview of the various programmes and an understanding of the key benefits to you the employer of prospective candidates.

Programme Overview

Currently there are four programmes available to help marketers at different stages of their career development.

Each programme is underpinned by extensive industry research. White Marble Learning keeps abreast of key industry changes and the skills marketers need to ensure their organisations are at the cutting edge of their industries.

Candidates learn from a combination of industry thought leaders and expert marketers. At the end of each programme, candidates complete an assessment designed to be of real practical value both to the individual and their employer.

Key Benefits

Investment industry employers have provided much positive feedback over the years about our programmes, but these are the stand-out benefits they have highlighted to us.

Improved skills and productivity

Each day typically comprises a mix of industry expert speakers (usually in the morning) followed by interactive workshops (in the afternoon).

The morning sessions provide insights into **industry best practice**. The afternoon workshops enable candidates to reflect and develop new practical skills. At the end of each day, candidates are asked to reflect on what they have learned. Most importantly they will identify what they will do differently in the future.

The intent is for your employees to have developed new skills (as well as learning) that they can use when they return to their desks.

Talent retention

Investing in training demonstrates your trust and commitment to your employees.

Employers have also told us about a more surprising outcome. Exposing employees to other marketers in the industry overcomes 'grass is greener syndrome'. i.e. when candidates meet employees from other (even rival) organisations they soon realise that their own organisations are much better than they thought! This in turn has increased staff retention for those organisations who have invested in AIM programmes.

Recession proofing

During the last recession, training was one of the first budget cuts for many short-sighted organisations.

This proved to be a false economy on many levels. The true cost of these measures included reduced staff motivation and lost competitive advantage. Those organisations that survived the recession, then had to re-invest heavily to regain staff and skills.

Those organisations that survived and thrived in adverse conditions were those that took a contrary position. They retained and invested in their talent.

Testimonials

Candidates complete practical assignments designed to be applicable to their real-world challenges.

'I have read her assignment and we are using it within the team now and actioning all her points!! Thank you so much.'

Sarah Shove - Co-Head EMEA Marketing and Head of Global Brand Strategy - Columbia Threadneedle Investments EMEA APAC