



(BRITISH COUNCIL - TCT BROCHURE)
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THE BRITISH COUNCIL
Professional solutions in
effective training management

An increasingly competitive global economy requires an effective response through professional training. The world-wide resources of The British Council, allied to over 20 years' experience of managing training, gives us a unique advantage in meeting our clients' objectives.

sub: **Quality of service**

Continued investment in experienced, high-calibre staff is your guarantee of our commitment to excellence.

It is precisely this international network of offices and staff which enables us to provide the integrated and flexible training packages our clients expect. Furthermore, we can provide these services with optimum efficiency and value by managing training services at an increasingly local level to keep clients fully informed throughout the training cycle.

To underline our credibility, all services delivered in

the UK are accredited under the internationally recognised quality standard, ISO 9002 and of course, our procedures are reviewed continually in order to maintain standards and identify improvements.

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sub: **Comprehensive training - with feedback throughout**

To maximise the impact of training, The British Council provides a comprehensive service covering all aspects of a programme from start to finish.

As our client, you will receive the continuing feedback which is central to the partnership and trust on which these programmes are based. In particular, through our world-wide and UK office networks we can deliver a complete training package covering initial needs analysis, training design, managing the in-country nomination process, placement, briefing, award administration and full client reporting.

Beyond the training itself, we provide a range of follow-up services - such as impact assessment - which help you plan for the future.

On the ground, we appoint an in-country lead manager to act as your single point of contact who will work closely with you on all aspects of service delivery. Not only does this remove the burden of time-consuming but essential administration; it also ensures that every detail of your training requirements can be met, whether at a local level, in a third country

or in the UK.

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sub: **Together - towards a total solution**

Working together, it is the aim of the Council to save you time and to help use project resources efficiently. This is achieved through the detailed management of all pre-departure activity including the local nomination process, placement administration and briefing. If required, we can also help to clarify your training needs as well as selecting an appropriate option.

Having ready access to expertise and extensive professional networks means The British Council can identify, design and commission an effective solution from the wide range of public and private-sector suppliers. With your involvement, the total training solution will be highly cost-effective and delivered within the agreed time-frame.

(case study)

In November 1995, our in-country team in Dhaka designed and managed a pre-departure briefing programme for a group of Bangladeshi teacher trainers. The event was scheduled to coincide with a

visit to Bangladesh by a staff member of the UK training institution delivering the course. This allowed us to enhance the content and impact of the briefing through the inclusion of course- and location-specific information.

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.../cont'd (case study/Bangladesh)

We prepared participants for all aspects of departure and arrival; ensured each member of the group had a thorough understanding of the terms and conditions of his or her award; and were clear on the responsibilities of both the Council and training provider.

** Pre-departure briefing is an investment in managing transition, giving trainees the confidence to concentrate fully on their training from the moment they arrive. Experience suggests a strong link between award completion and effective briefing.*

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sub: **In support of your training objectives...**

It is the aim of The British Council to provide complete peace of mind for both our clients and trainees. This begins from the time of arrival at the training location when all administrative aspects of the training award are handled by our staff. During the period of training, we provide timely and accurate reports to make sure you know when and how funds are being spent. For trainees, we provide academic and

welfare support throughout their studies. Should problems arise in either of these areas which interfere with training objectives, we have close links with training suppliers which enable us to take swift and effective action.

(Case study)

Our contract teams provide accurate monthly, quarterly and annual reports on expenditure using financial management and control systems which fully meet UK government accounting requirements. In 1995/96 we met demanding performance targets for operational expenditure in achieving a final forecast figure within 0.1% of forecast total TCT expenditure for that year. We have pioneered a Trainees' Charter for ODA trainees which clearly sets out the standard of service they will receive from the Council. We provide a full 24-hour welfare service and work closely with national and international bodies to ensure quality and consistency in the training of overseas' trainees.

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sub: **From trainee - to the real world!**

At the end of the training period, the Council manage the formalities of award closure and departure to assist trainees in their smooth return home. As part of our commitment to the positive impact of training, we have developed monitoring and follow-up services which are designed to help trainees become

immediately effective in the practical work environment.

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sub: **A continuing commitment to trainees**

We will remain committed to your project objectives even after the training cycle is completed. As a global networking organisation, The British Council provides access to additional learning resources together with local and regional professional contacts. We can also evaluate training impact, manage review workshops and undertake formal impact assessment studies.

(Case study)

Our post-training impact assessment service is based on feedback from both trainees and their line managers gathered through interview and questionnaires six months after the completion of training. In 1995/96, over 98% of trainees and 95% of managers felt that individual trainee performance had improved as a direct result of the training received. In both groups, over 90% of respondents confirmed that training had encouraged the transfer of skills and knowledge to colleagues. This data gives managers an invaluable tool in the design and planning of future training.

(Leaflet flap)

THE BRITISH COUNCIL

Our promise to you:

- * To understand your needs**
- * To strive to exceed your expectations**
- * To provide a consistent, high quality and worry-free service**
- * To help you achieve successful and sustainable project outcomes**
- * To give you real value for money**

**Contact me to discuss the many ways in which
The British Council can be of help:
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