

Strategic Intent: Training Presentation

Delivered by Access Training (East Midlands) Ltd
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How this session will work

Share information and ideas

Give examples of different techniques

Activities and questions

Aims of the session

- 01. To explore the importance of strategic planning
- 02. To consider how organisations undertake strategic planning
- 03. To provide a model for developing strategic planning
- 04. To explore ways of implementing a strategic plan

- 01 Introduction**
- 02 Context**
- 03 Developing Strategic Plans**
- 04 Activities**
- 05 Implementation**

01

Introduction

Why is Strategic Planning Important?

- ESFA
- Ofsted
- LSIPs
- Business Benefits

Leadership & Management

263. This judgement is about how leaders, managers and those responsible for governance ensure that the education and training delivered by the provider have a positive impact on all learners.

Important factors include:

- whether leaders engage with learners, parents, their community and employers to **plan and support** the education and training that learners get and to meet the skills needs of the economy

Governance

264. Inspectors will seek evidence of the impact of those responsible for governance. They will determine whether they provide **confident, strategic leadership** and create strong accountability for, and oversight and assurance of, educational performance to ensure continuous and sustainable improvement.

Governance

265. Inspectors should consider whether those responsible for governance:

- know the provider and understand its strengths and weaknesses
- support and strengthen the provider's leadership and contribute to shaping its strategic direction
- ensure that the provider meets its statutory responsibilities with respect to education and training
- provide challenge and hold senior leaders and managers to account for improving the quality of learning and
- the effectiveness of performance management systems

02

Context

Where is your organisation?

Has your organisation got strategic plans in place?

Have you seen them?

What format are they in?

Were you involved in producing them?

Do you know how they're produced and shared?



Our Approach

5-year Strategic Plan including:

- Aims
- Goals
- Objectives

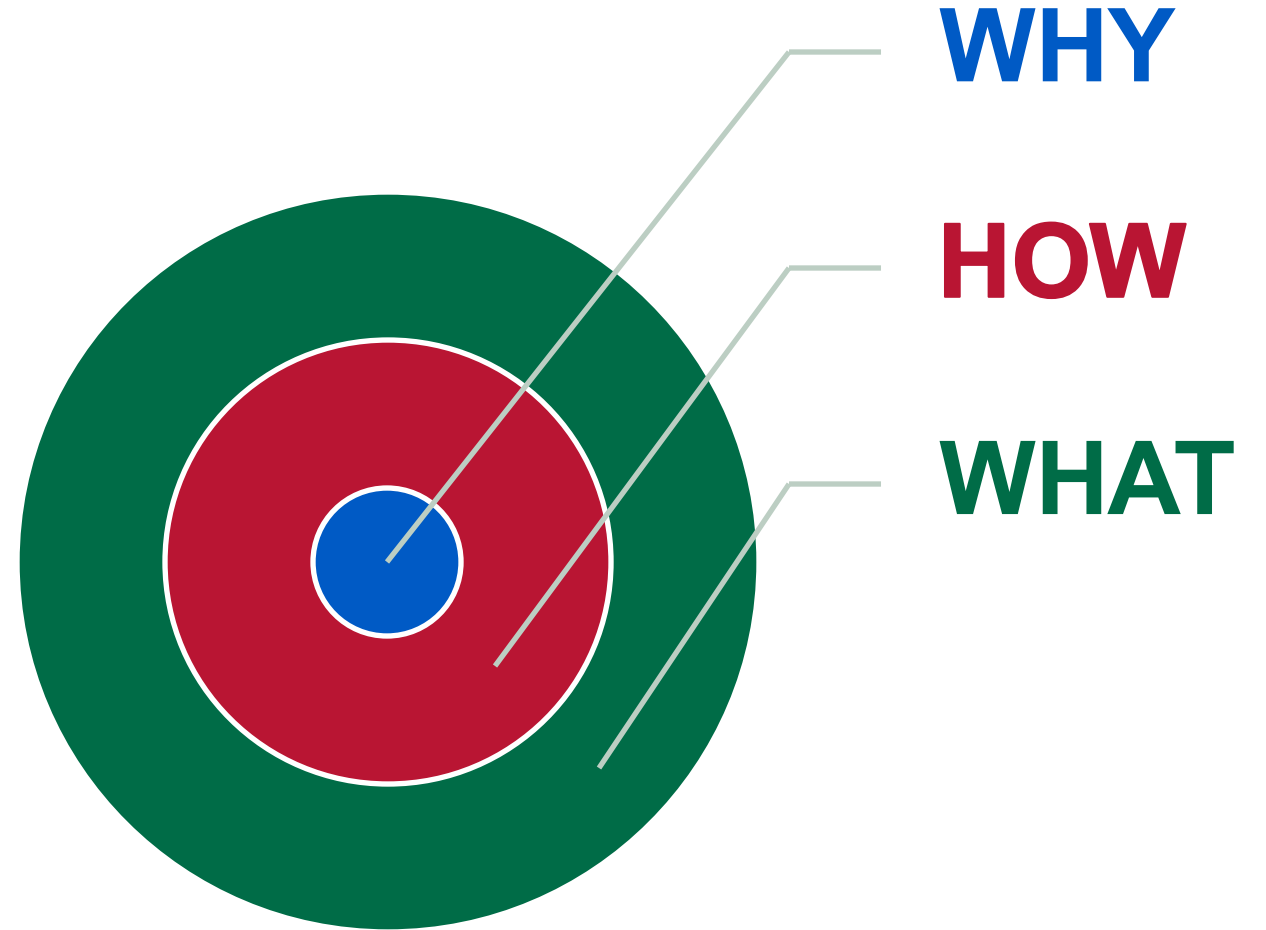
Our Strategic Plan was developed in conjunction with our Board of Directors, Management team and the wider organisation.

It includes information on our Current Offer, Stakeholder requirements and a Scorecard to monitor progress.

It is signed off at Board level and progress is reviewed monthly at management level and quarterly at board level with a formal annual review.

Developing your Strategic Intent

Ensure you have a clear purpose and values that staff and stakeholders can understand



Simon Sinek – start with WHY

“

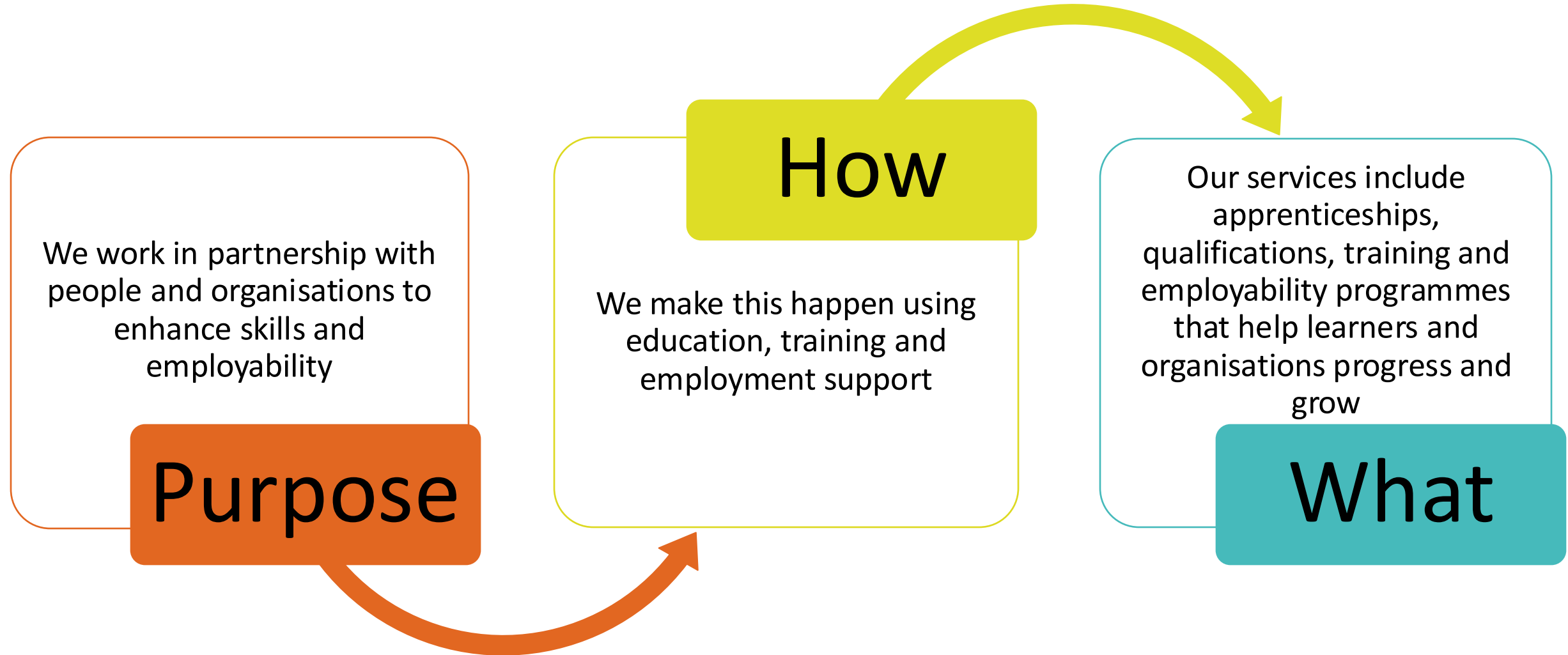
People don't buy **what** you do; people buy **why** you do it.

If you talk about what you **believe**, you will attract those who believe what you believe.

SIMON SINEK, LEADERSHIP EXPERT



Our Purpose Statement



03

Developing Strategic Plans

What do you do?

Document your current offer

- Programmes
- Subjects
- Level
- Delivery Style (classroom, face-to-face)



Example

Curriculum Area	Subject	Level	Programme Type			Delivery Model				
			Apps	ASF	Skills Bootcamp	Training Centre	Workplace	Remote	1 - 1	Group
Business skills	Business Admin	3	✓	✓		✓	✓	✓	✓	✓
Business skills	Team Leading	3	✓				✓	✓	✓	✓
Business skills	Customer Service	2	✓		✓	✓				✓
	Customer Service	3	✓				✓	✓	✓	
Early Years	Teaching Assistant	3	✓	✓			✓	✓	✓	

Justify why this is your offer:

- Learner demand
- Employer demand
- Alignment with local skills needs inc LSIP
- Alignment with national skills needs – skills shortages

Curriculum Area	National Priority	Regional Priority/ Employer Demand	Learner Demand	Rationale Summary

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Activities

Stakeholders - Activity

Who are your
stakeholders?

What do they want from
you?



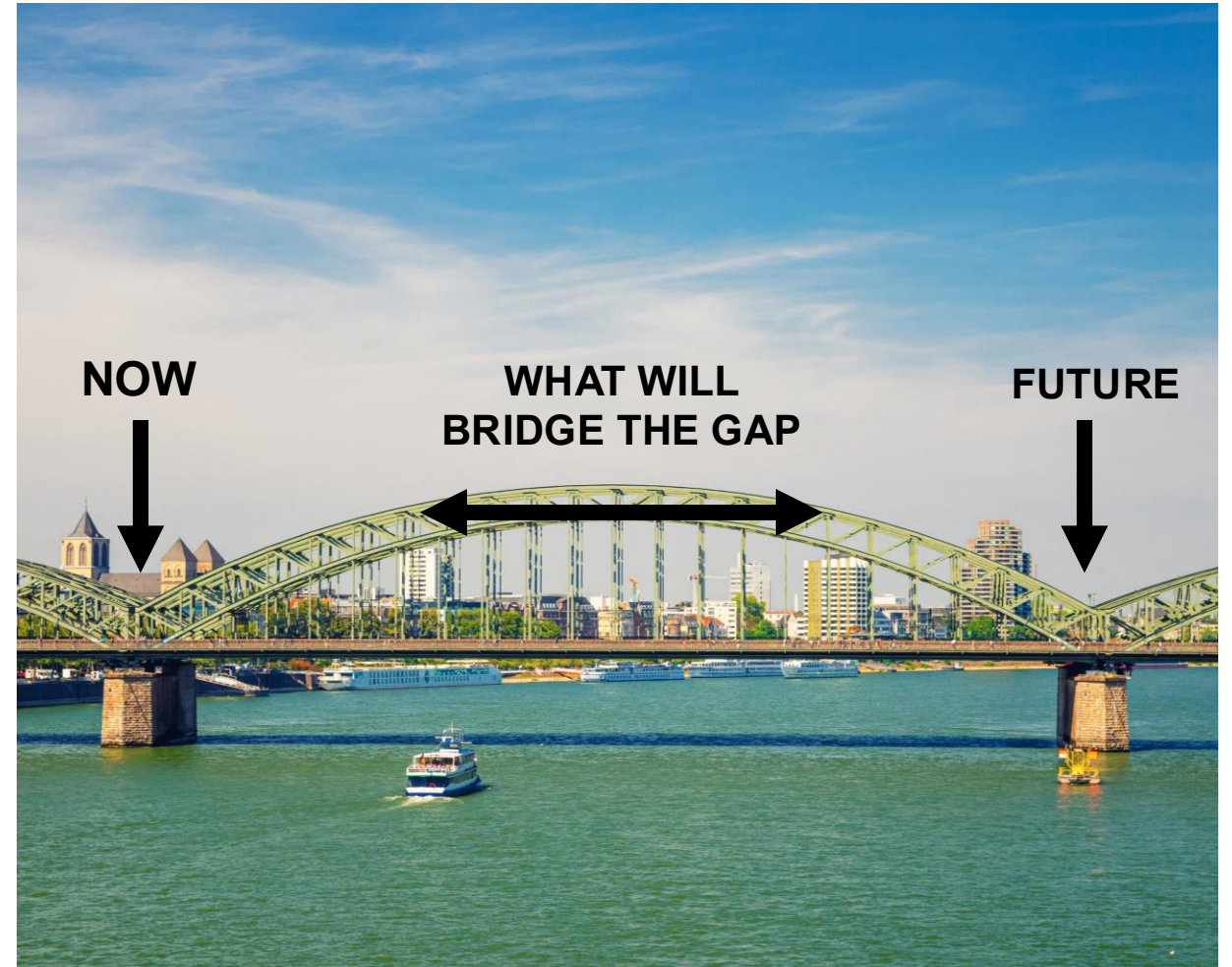
Planning techniques

Strategic Bridge

Visualising the future

Documenting where you are
now

What will bridge the gap?



Visualising the future

What are you seeing, hearing and feeling?

Use a whole organisation approach by involving staff.

Visualising can be done for organisations, departments, teams even individuals or learners.



Stakeholders – Activity Part 2

Imagine yourself in 5 years having a conversation with a stakeholder, think about the key things you would want to tell them about your organisation, it could be an achievement, a milestone, a key fact, anything that you think you would want them to know to help them understand and appreciate the work that your organisation does.



Where are you now?

Document where you are now eg:

- Subjects offered
- Funding streams
- Learners supported
- Data – achievement, retention, satisfaction rates etc
- Financial performance
- Staffing levels
- Where do customers come from

What are the core actions that will bridge the gap?

Aims

- Broad strokes
- 3 – 5 core aims for your business to achieve

Objectives

- Break the aims down further
- SMART objectives that can be monitored and demonstrate **HOW** you are achieving success

05

Implementation

Monitoring performance and progress

- How are you going to monitor success?
- Scorecard – not QIP
- Regular monitoring of the key objectives
- Outline what data will be used to measure success – is this lagged data or forward looking? Should aim to have a mixture of both
- How often will the data be collected
- Exception reporting can be used at Board level

Examples of improvements

- Make sure you've got a clear link/examples of working through from start to end that you can talk inspectors through eg Q: Why are we offering this? A: Employer wants it.
- Learners wanted X – we implemented Y.
- LSIP said there was a skill need – how have you developed your curriculum to address this?

Communication of plan

- Staff – how do you make sure everyone understands the plan and shares the aims?
- Stakeholders – who do you need to share the plan with? How will you do this?



Recap of EIF Requirements

- whether leaders engage with learners, parents, their community and employers to **plan and support** the education and training that learners get and to meet the skills needs of the economy
- They will determine whether [governors] provide **confident, strategic leadership**
- know the provider and understand its strengths and weaknesses
- support and strengthen the provider's leadership and contribute to shaping its strategic direction
- provide challenge and hold senior leaders and managers to account for improving the quality of learning **and**
- the effectiveness of performance management systems

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Thank you
Any Questions?

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