

Training Investment Key to Growth!

Thirty-five members of staff at a Worcestershire based company have taken up the opportunity of vocational training, utilising European Funding via the Learning and Skills Council, in the form of an NVQ2 with subjects ranging from team leadership, IT, customer services, warehouse training and ITQ.

Redditch multi-temperature supply chain specialist, Oakland International, is a company committed to staff development. Managing Director Dean Attwell said: "Oakland is a rapidly expanding operation showing growth rate of 70% year on year. We are firmly committed to the development of staff, company services and business methods.

"We recognise National Vocational Qualifications (NVQ) as a valuable business tool, supporting investment in both personal development and growth and we are delighted that so many of our employees will be training for their NVQ2."

The company is planning to hold a major recruitment drive in early summer. "At this point in 2007 we predict this year's business growth to be 80% leading to a required increase in our workforce of 40%, from 80 to 110, over the coming months. Training is great news for our staff, the business and for our local economy."

Tasked with organising the daily demands of routines and workloads is Christine Stanyer, responsible for HR development, Christine is keen to support and develop every employee's individual strengths: "I am passionate about HR and the role it plays within modern business," said Christine. "Creating an environment, which encourages retention of staff and provides individual opportunities, is good for business growth and excellent for personal development."

Oakland is hoping to create a 'job for life' mentality, providing lasting benefits for their employees and for the company. Added Christine: "When we recruit we emphasise our commitment to staff development and our wish that new employees 'get involved' and share ideas and to take every opportunity for personal progression, as position is no barrier."



Image details from L to R: Zana Ali, Louise Smith, Angela Garbett, Christine Stanyer and Alan Smith discussing training issues.

Editors Note: Oakland International is a flourishing family run operation, which has embraced the European Union, viewing positively and capitalising on the opening of borders and trade opportunities to investigate potential commerce avenues for the company, employing a diverse workforce of local and European workers.

An active campaigner in the promotion of languages within schools, vigorously endorsing the benefits and career opportunities available within the business world. Working with a host of manufacturers and retailers worldwide, makes it essential Oakland staff have multilingual skills and with

an expanding international client portfolio, they are passionate this situation is reversed.

Both Dean and Sallie are first-rate media speakers, having excellent experience with the local/national media and are available for interview. They can be contacted on (01527) 596222, www.oakland-international.com email: sales@oakland-international.com

Issued on behalf of Oakland International by:

Evopr.com
t/f: 01562 754071 m: 07970 547469
e: enquiries@evopr.com w: www.evopr.com