

Supporting your learning and development strategy



Our heritage

For over 140 years we've helped people and businesses to advance through skills development.

The City and Guilds of London Institute was founded in 1878, by the Corporation of the City of London and 16 livery companies (the Guilds), to protect and promote the standard of technical education.

The City and Guilds of London Institute:

- 1 Is a Royal Chartered Institute and registered charity.
- 2 Has retained its Royal patronage since 1881. Today, our President is Her Royal Highness, The Princess Royal.
- 3 Is the awarding body for City & Guilds and ILM qualifications.

Our purpose is the same today as it has always been:
To help people, organisations and economies develop their skills for growth.

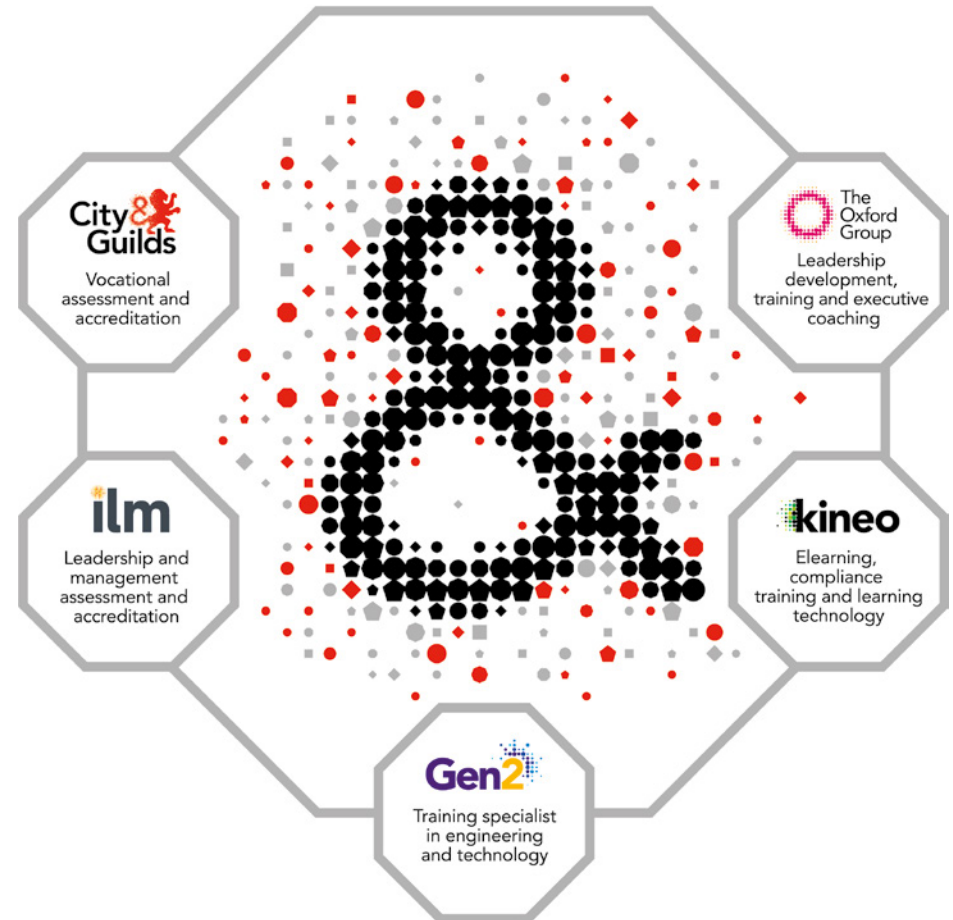
Credibility and agility

We've evolved and grown over the years to meet the changing demands of the global skills market, adding new areas of expertise and specialist skills.

Today, the Group employees c1200 people all working to one shared vision: for a world in which everyone has the skills and opportunities to succeed.

City & Guilds Group

Helping people, organisations and economies develop their skills for growth



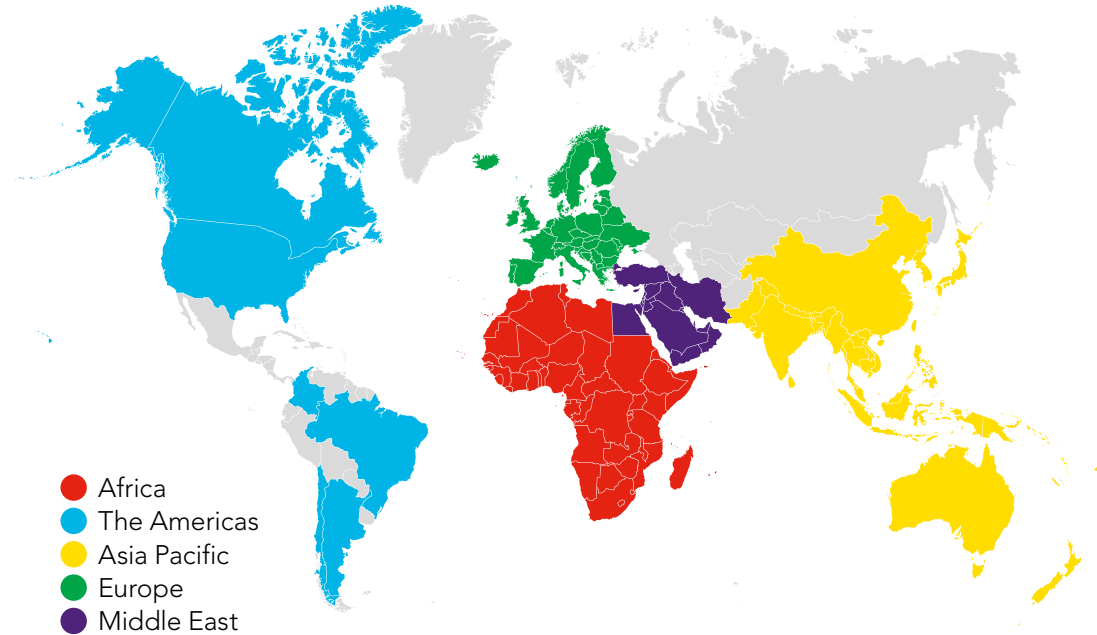
Leading the global skills standard

The world of work may be changing but our commitment to skills education never will. We are dedicated to fostering worldwide talent development and to set the global standard for skills and learning.

The ability to compete depends on building a skilled, competent and confident workforce.

Two-thirds of the world's population is falling behind in critical skills, including most developing economies, according to the Coursera Global Skills Index 2019. It's time to take control. Raising educational standards is crucial to bridging skills gaps and creating sustainable success.

We help organisations like yours to anticipate and fill skills gaps, so you can adapt to changing technical, social and economic trends. The outcome is more confident, mobile and work-ready candidates, more capable and inspiring leaders, more productive workforces and successful global economies.



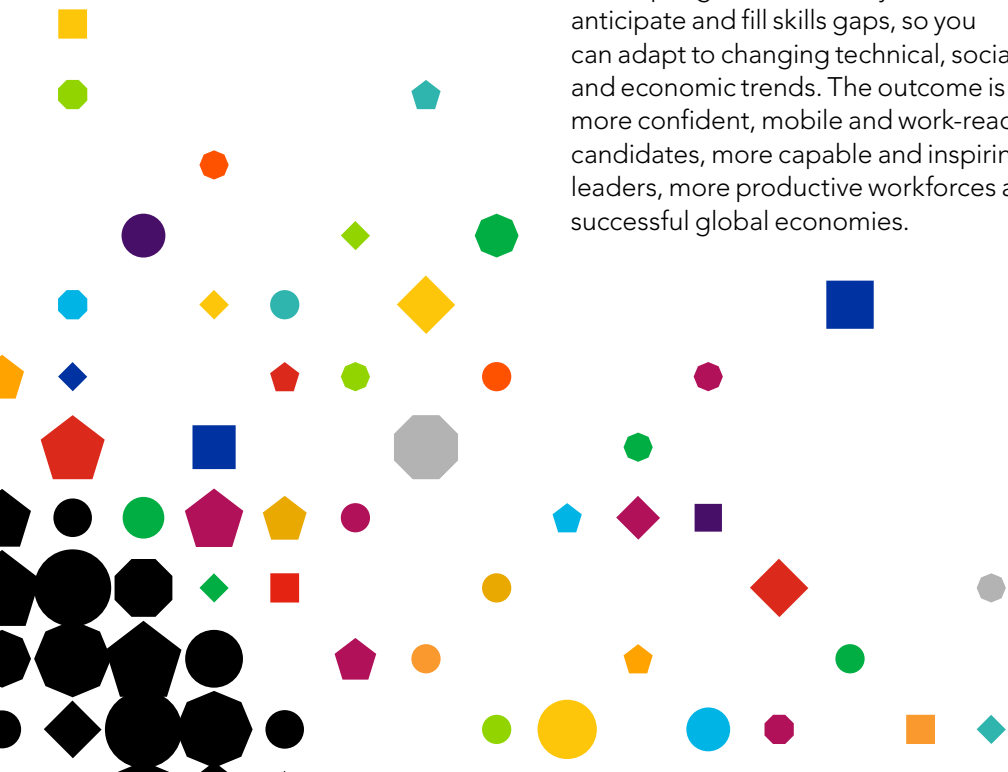
- Africa
- The Americas
- Asia Pacific
- Europe
- Middle East

Numbers that speak volumes

- Supporting more than **3 million learners** worldwide each year
- Successfully awarding **1 million qualifications** every year
- Operating in over **80 locations**
- **10,000 training partners** worldwide

Offices in;

Bangalore, Buenos Aires, Cape Town, Colombo, Chicago, Dubai, Johannesburg, Kingston, Kuala Lumpur, Lahore, London, Melbourne, Versailles, Wellington and more



Our unique approach

We know that every business is different and at varying stages of their staff development and skills strategies.

Using our knowledge of the labour market and our extensive expertise in skills development, training, delivery and capacity building, we will work with you and your teams to review your people plan and talent pipeline to ensure you attract and retain top employees.



Our services at a glance



Globally recognised qualifications

Our market-leading qualifications are designed by industry and subject-matter experts to provide the essential skills needed by staff in your sector. Recognised all over the world, they ensure you're at the forefront of the skills agenda.



Innovative learning support resources

We provide bespoke support solutions for both educators and learners. Our resources follow the latest educational pedagogy and are designed to be fun and engaging to improve outcomes.



In-house staff training events

We can work with you to provide online or face-to-face training events to your employees. Whether focusing on coaching, customer service or leadership and management, we have access to world class programmes and staff trainers. We can also recognise this learning through digital credentialing.



Reward and recognition through digital credentialing

Digital credentials give you the power to tangibly recognise and reward hard work and technical skill. They are a great way to demonstrate to customers and partners the competency of your employees.
> Go to page 10 for more



Accreditation of your training

City & Guilds | ILM Assured is an accreditation service to recognise excellence in your in-house training programmes. It is a valuable business improvement tool, that provides confidence and reassurance that your training meets best practice standards.



Leadership and management programmes

We set the highest benchmark for leadership and management performance, enabling your organisation's top talent to shine and inspire others.
> Go to page 8 for more

Spotlight on: Leadership and management qualifications



We are passionate about harnessing the power of leadership to transform people and businesses. We do this by helping organisations to develop, assess and certify leaders with the right blend of technical and human skills.

Our experts work with you to identify, map or build qualifications and development programmes, with the option to blend on-the-job learning with personal or classroom study. We can also provide a diverse range of qualifications across five levels, to support the development of both aspiring and established leaders, including senior management and C-suite professionals.

Our credibility, flexibility and success means more employers choose our programmes than any other awarding organisation.



Empower inspirational leaders

Our leadership and management qualifications aim to develop well-rounded leaders with the right behaviours and attitudes to drive your business forward. Alongside knowledge and theory, we focus on practical assignments to be applied in the workplace. So whether we're empowering a first-time team leader or a senior executive, they'll be ready for whatever comes next.



Develop the specialist skills demanded in your sector

We appreciate that many industries require a very specific blend of technical and transferable skills from their leaders. Our extensive range of specialist qualifications have been co-developed with industry bodies and employers to meet different sectors' training and development requirements.



Nurture a culture of wellbeing through mentoring and coaching

Our coaching qualifications give your leaders the specialist skills needed to mentor, guide and emotionally support others in the workplace. They can be taken by aspiring leaders and members of senior management and demonstrate your commitment to staff wellbeing.



Custom-built solutions, delivered and supported by experts

Access hands-on advice and assistance at every stage of the process from our dedicated business, quality and customer service teams. Our business managers have in-depth experience in the training industry so they're ideally placed to help you.

Spotlight on: digital credentialing

Recognise the talents of your staff and motivate deeper learning through digital credentialing.



People and organisations can grow more effectively when all skills are visible. Thousands of organisations are using digital credentials to revolutionise how they see skills because it allows them to recognise and communicate all skills in a consistent way that is portable, verifiable and secure.

Our digital credentialing service allows you to take control of framing, capturing and communicating the skills of your current employees and new recruits by providing CV-worthy digital badges.

- ✓ Easily identify skills needed for promotion
- ✓ Validate the technical ability of staff to clients, customers and partners
- ✓ Motivate your employees to achieve their full potential
- ✓ Improve your reputation through increased visibility on social channels

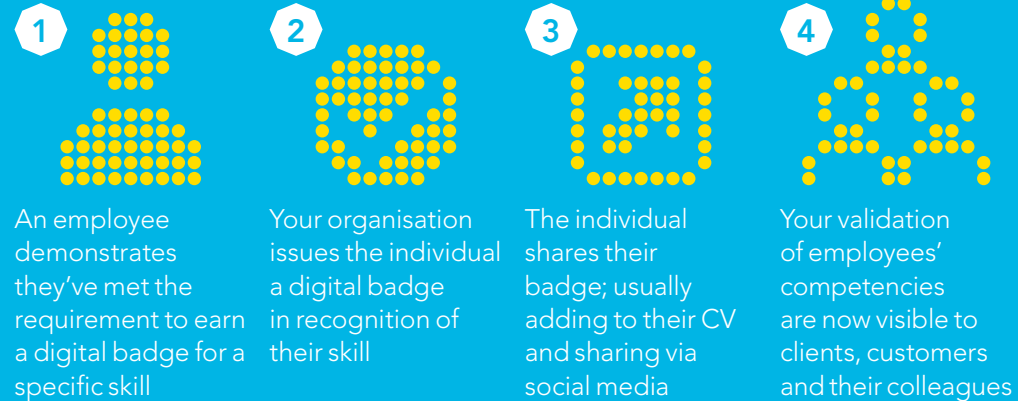
Great brands using digital badges



Digital credentials allow your staff and your business to compete on the global stage. That's why leading brands are investing in credentialing.

How it works

Credentialing provides a unique way to recognise and track the application of learning and development into workplace productivity



Case-study: IBM

Since their 2015 launch – over 1 million badges have been issued to 350,000 individuals.

87% of IBM badge holders feel more engaged and are motivated to learn more.

92% of badge holders say the badge accurately verifies job skills.



'One of the first things employees do with their badges is share them on social media. Then, IBM takes it to the next level and those badges inform our talent management systems. Badges show what skills you have and what you should be going for next.'
David Leaser, Senior Program Executive, Innovation and Growth Initiatives at IBM

Who we work with

We are a trusted skills advisor for many global organisations across both the public and private sectors. We have long standing relationships spanning SME and large enterprise markets and operate across all key industries including;

- Finance and banking
- Retail
- Manufacturing
- Hospitality, Travel and Tourism
- Construction
- Engineering
- Science and Research



Some of the leading brands we've supported over the years:

- BAE systems | Barclays | Dialog Axiata PLC | Dubai Police | Fred Olsen | Greene King | Hilton | Laing O'Rourke | Larsen & Toubro | Mcfarlene Telfar | Sainsburys | Santander | Shopper Stop | Specsavers | TNB Malaysia



What our customers say

A 10 fold return on investment

'The flexibility of the City & Guilds | ILM offer is superb. They feel like a partner with our business and that we are on a journey together. The tangible impact of the course has been phenomenal for Santander. Customers are really enjoying coming back into our branches and getting real value. We're a financial business and its had a massive impact on our bottom line. The return on investment to this business is tenfold.'

Paul Waters, Head of Future Forward Programme, Santander



Boosting staff pride through accreditation

'City & Guilds Accreditation has helped us in creating a process manual, creating documentation and therefore being statutory compliant towards mandates. The international accreditation has also raised awareness amongst trainees who now feel proud to be associated with L&T. L&T Construction, India's largest construction organisation



Global recognition of skill

'Having robust training programmes in place is very important to TNB. City & Guilds' recognition provides our business with confidence in the quality of our programmes, and our students benefit from global certification recognition on completion of the course. We have over 100 students participating in our programme with more to come, and we are proud of the strong collaboration between us and City & Guilds.'

Tenaga Nasional Berhad, Malaysia, the largest publicly-listed power company in Southeast Asia



'A Pillar of Strength'

'We believe that City & Guilds will continue to be a pillar of strength and recognition, in our efforts to train and develop the several hundreds of staff who pass through the doors of CSTA every year.'

Customer Service Training Academy (CSTA), under Dialog Axiata PLC, Sri Lanka's premier connectivity provider



Kuala Lumpur Convention Centre

KLCC partnered with City & Guilds to launch a 'Competent Food & Beverages Specialist In Business Events Industry' training initiative, which it is confident will not only provide global recognition for its in-house training programmes but also take talent development to the next level.



Ready to unlock better outcomes for your business?

Organisations like yours all around the world face the same challenges whether that is job readiness for entry-level candidates, technical skill shortages, staff retention or career progression. With City & Guilds you can lead the charge and put your organisation at the forefront of the skills agenda.

Research has shown that investment in employee development provides significant return on investment through a more productive, happy and motivated workforce. By working with City & Guilds on your skills strategy, we can help you to achieve growth targets and drive business value while recognising, rewarding and motivating your staff.

Together we:

- identify skills gaps
- improve staff capability
- increase productivity and performance
- improve the quality of training and development
- nurture leaders and mentors
- provide reward and recognition to all your employees.

We provide global recognition. We help you acquire highly sought-after skillsets by offering accredited qualifications, learning solutions and digital credentialing. We can also accredit your in-house training programmes they are recognised as meeting international standards.

We believe in the power of skills.

Benefits that add competitive edge

- ✓ Attract and retain the best talent
- ✓ Improve workforce mobility
- ✓ Develop a blend of specialist and transferable skills that can be leveraged across your business
- ✓ Empower your teams to work smarter, faster and more collaboratively
- ✓ Increase customer experience and satisfaction
- ✓ Drive your productivity and commercial success.



Your regional skills partner

Our main offices

Contact our regional teams to find out how we can support your business.

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Unlock the
potential of
your people.
cityandguilds.com