



What's an apprentice ever done for you?

This is the slightly tongue in cheek question and title of Business Impact's latest viral sensation. The short film developed by the leading national training and apprenticeship provider has been an instant hit and demonstrates through a rather unconventional office scene that apprentices are the backbone of many great organisations.

Business Impact wanted to use the video online to start a viral campaign and discussion around the subject, as far too often employers are left scratching their heads when they are first approached about employing apprentices. The spoof film explains that every workplace which has apprentices massively benefits from the opportunity, and the hapless 'boss' featured in the video is made aware that not only do apprentices make an outstanding contribution to running a business, but they are highly motivated, extremely well trained and qualified and that the apprenticeship programme covers a wide range of skills and occupations.

By the end of the video, the employer even sees the benefits to his assistant, and the message is driven home with a series of interviews arranged. The video has been a huge success, having achieved hundreds of viewings online, and also being shown at major events and showcases on best practice in employing apprentices.

David Steel, Sales Director at Business Impact commented on the production: 'We wanted to get our message out in a quirky and interesting way, and knowing that our audience is both employers and potential apprentices, we chose a medium which would engage everyone. The humour of the piece comes from a classic Monty Python sketch from The Life of Brian and this parody hopefully does justice to the original. At Business Impact we are committed to developing outstanding apprenticeship programmes with employers and we are very proud of the achievements and contributions literally thousands of Business Impact apprentices make every year to the businesses they support. Hopefully our approach to communicating the benefits of apprenticeships will open up even greater opportunities for employers and apprentices in the future.'

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About Business Impact

Business Impact is a national provider of results focused training, competitively delivered nationally across most industry sectors. The business works with companies of all sizes ranging from large multinationals to small local businesses, delivering Apprenticeships (fully funded in many cases), NVQs and commercial training. Whether looking for a 1 day bespoke workshop or want to recruit and train staff as an Apprentice, Business Impact expert trainers and support staff can help in every aspect of this process.

Business Impact prides itself on the delivery of service, experience and flexibility in the training and development market

Service

Business Impact offers a complete one stop solution for the identification, training and development of people within your business. Business Impact works across all levels within an organisation from apprentices to senior management/leadership.

Experience

Business Impact provides a team of highly experienced personnel within the training and development environment, with the added value of offering a commercial perspective on how to best support your business.

Flexibility

The range of services available from apprenticeship recruitment, skills academy development and long term training and development partner, ensures that Business Impact can offer a full national service on any level to support organisations in various sectors.