APPRENTICESHIPS
DEALING WITH BARRIERS & OBJECTIONS

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The first step is to listen to the employer and discover whether they have a real objection or whether it is simply a misunderstanding, which may have come about through a previous negative experience engaging with Apprenticeships. Sometimes listening empathetically will help eradicate their concerns.

Common objections you may encounter:

1. **If I train an apprentice he/she may leave the company.**
   - If the Apprenticeship has been a positive experience for the employer and apprentice there are no reasons why a completing apprentice would want to leave the organisation.
   - Research shows that by investing in your employees (and their development) you are more likely to have a satisfied workforce who are less likely to leave and can see a future with the company.
   - By offering formal training and development such as Apprenticeships an employer can be a much more attractive option for the most able new recruits.

2. **There is no wage compensation for Apprenticeships unlike Train to Gain funded programmes so what are the benefits to me?**
   - With selection of the right individual and a carefully structured training programme, the apprentice will very quickly be making a measurable contribution to the business. The benefits to the business also include demonstrating long-term investment in staff and “growing” your own workforce to fit with the culture and aspirations of the company. Apprentices can offer fresh ideas and introduce new technology into the business, they bring back best practice from their off the job training and can often be the catalyst for measurable business improvement.

3. **As a small company I can’t afford to let my apprentice leave the premises for one day a week.**
   - The apprentice may need to attend off the job training to develop the skills and knowledge that will enable them to be more effective in the job role and progress through their apprenticeship. The return on investment for the employer will be realised as the apprentice becomes more productive in the workplace.
   - Developing a strong on the job training programme for the Apprentice that complements the off the job training content will further accelerate the apprentice’s contribution to the employer’s business.
The employer should make clear what their expectations are to the apprentice in terms of productivity and contribution to the business. This will enable the apprentice to better understand what is required of them and be better able to judge how well they are doing and what they may need to improve upon in their work role and Apprenticeship training programme.

If you don’t contribute to the salary of the apprentice - I can’t afford to take one on.

- The return on investment for the employer in an apprentice’s wages should be quick and measurable; with effective recruitment, careful planning of the apprentice’s training and robust mentoring, the apprentice’s productivity and contribution to the business will be clear.
- As with any employee, an apprentice needs to be clear about performance objectives and how best they can carry out effective work in the business. Careful selection of tasks that an apprentice can perform can free off other employees to concentrate on other high value activity in the business.

4. I like the idea but I don’t have a young person within the staff who could do one; they’re all over 25.

- In many cases an employer will need to recruit an apprentice; this is best done when the employer has understood and planned how they can integrate apprentices into their workforce. The employer could handle the recruitment themselves advertising in local/national papers, work with a specialist training provider to source suitable candidates for employers to interview and in the near future set themselves up to use the National Apprenticeship Matching Service to inform potential employees about their organisation and post apprenticeship vacancies on the system for candidates to apply against.
- Adult apprenticeships are available for over 25’s and may be a real option to develop your workforce. Specialist training providers are available to discuss this option with you.

5. I tried to take on an apprentice before but it was a nightmare and they then left us in the lurch.

(Obviously need to investigate exactly what happened and why the person left)

- Taking on an apprentice requires commitment and planning. In many instances working with a training organisation, such as work based learning providers who specialise in delivering apprenticeships, will provide the employer with the guidance and practical support that will ensure that the apprenticeship experience is positive. The newly created National Apprenticeship Service will also be well placed to offer information and guidance on delivering a quality apprenticeship experience for the employer.
- Close working relationships between the Apprentice, the Employer and the Training Provider are often the key to success and should prevent dissatisfaction with the apprenticeship escalating into a serious problem.