EMPLOYER ENGAGEMENT MODEL – EMPLOYER JOURNEY

1. Make the National Skills Pledge
   - Provides information on Academy accredited and other providers on register
   - Learner starts

2. Full Broker diagnostic and introduce Academy capability
   - Academy Employer Action Plan and introduce Broker capability
   - Cold Call Filtered

3. Making the Sector Skills Pledge and National Skills Pledge
   - Provides information on Academy accredited and other providers
   - Refer to Business Support Service
   - Learner starts

4. Refer to Measurement of Outcomes