

PROMOTION

Investing in people makes ‘good business sense’

Andie Marshall, business manager at Petans, says investing in training is critical to the company’s success.

At Petans, we pride ourselves on delivering high-quality safety and survival training to the energy sector, emergency services and beyond.

We attribute much of our success to our staff, without whom we couldn’t provide a professional service to clients and customers.

While we recognise the importance of recruiting the right people, we believe it is vital to keep investing in their skills and self-development through meaningful training.

Due to the nature of our training, vocational experience is key – but instructing is a skill in itself. Having the ability to break that experience down and impart knowledge to others is crucial to what we do.

It also makes good business sense to invest in the training of our own staff, which ensures they are well placed to train others.

Most of our training team have an emergency services background. Using safety-based professionals makes perfect sense to us, as it means they have a natural passion for safety and emergency response.

However, it is up to us to invest in them to ensure the way they instruct our courses meets the requirements of the awarding bodies, but also the high standards required by our clients, customers and stakeholders.

We are proud to have several staff members who have been with us and progressed through the company. This includes members of the management team, who started working with us on a part-time basis.

We not only invest in technical training, but also management and leadership skills.

Our management team is committed to ensuring that everyone gets an opportunity to develop professionally. This may mean attending an apprenticeship course, gaining NEBOSH health and safety certificates or achieving ILM

(Institute of Leadership and Management) qualifications.

Enabling members of the team to develop skills not only allows them to develop and progress for the benefit of Petans, but it also gives them opportunities to achieve their personal goals and aspirations.

Having well-trained staff with ongoing plans for their continual professional development (CPD) is a requirement for accredited training companies. But we look further than this when identifying training needs.

We are well supported by our trustees – businesspeople who understand that training the team above and beyond their technical remit offers added value to the business. It gives us greater awareness of areas that would have their own specialist in larger businesses, such as HR, marketing or health and safety.

It also means we look at progression planning and

analyse how people can step up to take more responsibility and what they need to feel properly equipped to do so. As a business, it makes us flexible and responsive to our clients’ needs.

Much of the training we deliver to clients is mandated by their

industry. We believe it is our responsibility to train our team to ensure we are providing not only a quality-driven service but an experience that our customers will remember.

By continually investing in training our teams, it

demonstrates that we value our customers’ business – and that we practise what we preach.

For more information, please visit petans.co.uk, email info@petans.co.uk or call 01603 891255.



Petans continually invests in the training of its teams. Inset below left, business manager Andie Marshall

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