Key messages

BENEFITS FOR THE EMPLOYER

1. Provides endorsement of good practice in the training of STEP members.
2. Enhances reputation as an employer of choice, thus providing a recruitment and retention advantage.
3. Aids motivation of employees and boosts employee engagement; thus contributing directly to productivity, customer satisfaction and ultimately the bottom line.
4. Strengthens the employer’s reputation within the industry, resulting in improved stakeholder confidence.
5. Facilitates communication to the different STEP WW functions, thus enabling employers to engage with STEP effectively on a variety of issues.
6. Enables employers to promote their brand through the programme.

BENEFITS FOR THE MEMBER

1. Provides assurance that their employer offers good practice in professional development provision, benchmarked against industry quality standards.
2. Demonstrates to members that professional development is championed from the top of their organisation.
3. Offers a clearly defined development pathway and support for career progression.
4. Provides greater opportunities to build personal reputation within the industry through contributing to STEP’s various activities, committees and thought leadership.
5. Supports members’ stated desire to position STEP as being career essential for the industry.
6. Enables feedback from both employers and members to contribute to the development of STEP’s products and services.

Do you have any questions? Please mail the EPP team on epp@step.org