SME ENGAGEMENT FOR SKILLS & GROWTH

26th October 2017 - DCC, Wood Quay

- Engagement
- Collaboration
- Communication
- To Support Skills
- Development
Eoin Costello is a well known innovation, startup and digital marketing/social media expert. Eoin was CEO for Startup Ireland for a number of years and served as National Director for the successful 'Startup Gathering' in 2015. Having started and grown a number of tech businesses himself he is very familiar with the innovation challenges faced by SME owner managers. He also worked hands-on with dozens of entrepreneurs when he managed Ireland's largest startup programme, the Dublin Institute of Technology Hothouse New Frontiers programme. He is currently Digital Connector for the Digital Dun Laoghaire project which is seeking to digitally transform the town of Dun Laoghaire.
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<td>Light Breakfast &amp; Networking</td>
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<td>Welcome by Industry Chair of DRSF – Siobhan Kinsella - Director CPL &amp; Deputy Chambers Ireland</td>
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<td>10.30 - 11.15</td>
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Natasha Kinsella – Manager
Dublin Regional Skills Forum
Dublin Regional Skills Forum

Educational Providers:
- City of Dublin Education and Training Board
- Dublin Dun Laoghaire Education and Training Board
- Dublin City University
- National College of Ireland
- Trinity College Dublin
- University College Dublin
- Institute of Technology Blanchardstown
- Institute of Technology Tallaght
- Dublin Institute of Technology
- Dundalk Institute of Technology
- Institute of Technology Tralee
- Wallace College
- South Tyneside College
- Northern College of Art and Design (NCAD)
- Skillnet Ireland

Other Industry Bodies:
- BIM Ireland
- Enterprise Ireland
- Dublin Chamber
- Ibec
- FME
- Fingal County Council
- Local Enterprise Office South Dublin
- Dún Laoghaire
- National Disability Authority

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Minister for Education and Skills - Richard Bruton T.D.
CASE STUDY – BUSINESS EXPERTS

Engagement?
Process?
Outputs?
Added value?
Reflection?
Paul Gilligan, is CEO, inventor and founder of Sonarc Innovations, located in Dublin 8.

Paul has developed a novel and inventive technology that creates sound without moving parts, a complete departure from how sound is currently created.

He has constructed speakers and electronics since he was 12 years old after inheriting his grand uncle's old radio and speaker collection. It is from this point forward that Paul's passion for creative engineering developed. He has worked in engineering roles from plasma physics, to project recapitalization and engineering management. A chartered engineer with the IET and a masters in advanced engineering from DIT Kevin St, when he is not running in the Dublin mountains, Paul seeks to push the boundaries of what is thought possible in his field of engineering.
Engagement

Accessing Talent - SME Engagement for Skills & Growth
Process
Outputs
Added value

Accessing Talent - SME Engagement for Skills & Growth
Reflection
David Nally –
Learning & Development Manager

David is the Learning, Development & Communications Manager at Woodie’s and Chairperson of the Retail Ireland Skillnet Steering Group. Woodie’s has a headcount of 1400 colleagues and trades in 35 locations nationwide.

Learning & Development at Woodie’s underpins a massive cultural transformation that has taken place since 2013, with all people managers under-going a three year Leadership Development Program. Almost one in three colleagues at Woodie’s are currently working towards a recognised educational qualification on the national framework.

Prior to working at Woodie’s, David’s background is in Telecommunications, having worked previously in a number of roles at Three Ireland, including Central Operations & Regional Management roles.

Retail Ireland Skillnet (RIS) is Ireland’s leading body for retail education and training. RIS has been developed to address the retail education and training needs of those operating in the retail sector. Since the Skillnet was established, RIS have delivered certified work based learning programmes to over 14,000 people working in retail.
Engagement

Launched in 2014 as Woodie’s ‘Seeds for Success’

Over 300 colleagues have participated to date.

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Branded as ‘Seeds for Success’. Open to all colleagues.

Colleagues register to participate with their in-store Assessor.

Store Visits from the Skillnet to support.

Annual Graduation Ceremony.

4 hours training over 8 weeks.

Focus across all locations on same module.

Retail Degree as an option for all colleagues.

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Outputs

- Measurable Service Improvement
- Improved Retention

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Added value

Colleague Engagement & Confidence

Succession Pipeline

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Reflection

Our partnership with Retail Ireland Skillnet has been instrumental in delivering widespread learning with clear benefits & measureable results.

An organization's ability to LEARN, and translate that learning into ACTION rapidly is the ultimate COMPETITIVE ADVANTAGE.

- Jack Welch, former General Electric CEO

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Eilis Quinlan –
F.C.C.A. Dip IoD

I run my own SME Accountancy and Tax Firm in Naas. I am also a registered auditor, a Commercial Mediator, I have Diploma in Company Directorship and am a member of Mensa.

I was voted Kildare Business Woman of the Year in 2010, and recently we were shortlisted in the “Small Practice” category for the Accountancy Awards 2016 & 2017.

In November 2015 I was elected to the Practitioners Network Panel of the ACCA.

In 2011 I become the Irish representative to the ACCA Global Forum for SME’s and in 2012 I was appointed as the ACCA representative to the FEE (Federation of European Accountants) SMP Forum based in Brussels.

I am a passed Chairman of ISME and am still a member of the Board. I am also a Director of the S.B.C.I. and a couple of local Charities.

My other interests lie in cooking, showjumping and travel, and wine.
Engagement

Quinlan and Co Accountants

Previous student recently qualified
ACCA email started it all.....
Data Analytics – UCD,

Programme: MTSCI002 Master of Science
MSc in Data Analytics
Part-Part-time Graduate

Amount Paid: €1,244.00
“I have found a similar course (Data Analytics) with UCD which suits me perfectly in that its mostly online so I can continue in work as normal (without finishing early 3 days a week and getting home at 11pm). Unfortunately there is no ACCA discount.

The fees for the programme is €3,732 per annum”
Process

Came as a student
Flew through ACCA exams
Hard working and very bright

*Bored*

Trying to think of challenges

TO KEEP HER!!!
Outputs

Only started

Very committed

Thrilled!

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Our type of work:

- NOT just accountancy
- Forensics
- Court cases – banks cases/marital
- Liquidations
- DATA ANALYTICS!
For her?

For me – huge!!

Quinlan and Company
www.quinlanaccountants.ie

Reflection?
John Gilmartin
CEO at Klyant

A solicitor who has lead the development team at Klyant for the last 5 years and has grown the Lex Solicitor Accounts application to a point where it holds a 25% share of the Irish law firm market. Launched Barrcloud, a web based accounting application for Barristers in 2013 which is now the market leading application in Ireland.

Now CEO at Klyant who have built a web based application that manages client and office money for law firms and real estate agencies.

Qualified as a solicitor in England, Wales and Ireland and specialised in employment law with clients ranging from multinational corporations to owner managed companies. This experience means that John brings with him detailed legal industry knowledge and a deep understanding of client money regulation in both the legal and real estate industries. Highly focused, energetic and passionate about using the latest technology to transform the management of accounts in verticals.
Engagement

DESIGNER - FIONN LAHART

PROVIDER - Wyzowl

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Process

Briefing Meetings

Team Meetings

Process Design

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Outputs

Customer Journey Map
Explainer Video
Onboarding Process
Added value
Reflection

• Design should permeate every aspect of your business

• Get the whole team involved

• Sometimes it’s better to work with people who do not know your business
Brendan Murphy, head of Training in Dublin Aerospace since its foundation in 2009. Brendan delivers and trains employees and customers in Dublin Aerospace on a daily basis in areas of technical and airside training to the highest standard abiding by laws and guidelines.

Located in the Dublin Airport this MRO is growing year on year. Since its establishment, Dublin Aerospace has been heavily involved in a very successful Apprenticeship programme in the Aircraft Industry. To date, Dublin Aerospace has over 80 Apprentices involved in a 4 year training programme.

Brendan has also been involved in overseeing the integration of another hugely successful programme in Dublin Aerospace, the Traineeship programme. This is a 2 year Training programme which has been running since 2012 in collaboration with Finglas CDETB. To date over 30 people who have trained have qualified and now are in full time employment in Dublin Aerospace. Currently, they are two training programmes running in collaboration with Finglas CDETB which include the Aircraft Maintenance Technician Traineeship and the Aircraft Structures Traineeship. Dublin Aerospace will look in to the future to attract and retain these qualified people for the further development and expansion of its workforce.
Engagement
Dublin Aerospace and Finglas Training Centre

Engagement

- Service Industry
- Sell Man-hours
Engagement

- Due to changes in the Aircraft Apprenticeship Structure, Apprentices now qualify as Licenced Aircraft Engineers rather than Mechanics.

- This left a Skills Gap in the system for Mechanics

- Also Skills Gaps in areas not covered by Apprenticeships—Aircraft Structures and Composites
The lack of skills in these areas

- Restricted our ability to grow the business
- Forced us to recruit contract labour from abroad.
- All this at a time when Ireland had high levels of unemployment, particularly Youth Unemployment
Engagement

- DAL approached FAS (SOLAS) HQ.
- Introduced to FAS Finglas now Finglas ETB

( Teresa Cheevers)
Process

- Developed a 2 year Aircraft Maintenance Technician Traineeship
- Similar to first 2 years of the Aircraft Apprenticeship but more suitable to Industry re delivery time frames.
- International Qualification globally recognised
Process

- 2 Year program
- Theory & Practical Training
- 9 months of college-Finglas ETB (30 hrs/week)
- 15 months Experience and Practical Training in a live working environment
- Successful candidates obtain a European Qualification (EASA Maintenance Licence Category A)
- Options available to join the Aircraft Apprenticeship program in year 3
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- 15 month program
- Theory & Practical Training
- 3 months of college-Finglas ETB (30 hrs/week)
- 9 months Practical Training in a Training Workshop
- 3 months Experience and Practical Training in a live working environment

Process

Process-Structures Traineeship
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Output

Dublin Aerospace

Regional Skills DUBLIN Partnerships for Skills

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Added Value

Skilled Manpower to grow our Business

**Aircraft Maintenance Technician Traineeship**
- 3 groups completed-(33 Trainees employed by DAL)
- 2 Groups in Training at Present(13+14)
- 90% + Job offer and retention

**Aircraft Structures Traineeship**
- 1 Group in Training at Present(9)
- 2 more Groups planned
Reflection

Positive outcome for DAL, Ireland Inc. and the Students

- Allowed for growth of business.
- Improvement in demographics
- Plugs Skills Gaps
- Reliability
- Built up an ongoing positive relationship with Finglas ETB

Gives School Leavers/Unemployed a Career
A graduate of Dublin Institute of Technology, Dan holds a BSc Management (Hons.) and an MA. He has extensive experience in Retail, FMCG and business-to-business sectors which he gained working in both Ireland and the UK with the Irish Trade Board, ITV, Carlson and Bewley's.

Dan founded Catalyst in 1996 and is a Member of the Marketing Institute, The Marketing Society, the Chartered Institute of Marketing (UK) and ESOMAR.

Dan has a passion for delivering meaningful insights to clients from research. He has practical experience of marketing and business management and understands how research must translate into practical implementable solutions.
Catalyst is a market research agency

Retail focus – brands and consumers in the retail space

Mystery Shopping – monitoring customer experience & rewarding retail staff and teams

Need for staff on a short-term basis

As a DIT graduate it was a natural port-of-call

We also speak to 3rd level undergraduates independently

We find the DIT programme employer-friendly and have returned repeatedly over many years
Process

We approach with an outline of our project/job specifications

Consult with DIT Placements Officer

Match the candidates to the requirements of the role

Receive CVs of suitable candidates

Set up interviews – often in the DIT buildings

Conduct interviews and identify suitable Intern

Take on Intern for 12-14 weeks

Important to always pay Interns
Interns receive training in our processes

Online programme training

Macavity – database, shopper management, briefing, data validation, follow-up, reporting

Team meetings and daily discussion

Working in an office environment

Using the phone

Logging new skills learned

Getting up every day and going to work
We can learn more as employers

Valuable team members

Cost-effective recruitment process

Time-saving – right fit

Competent Interns from DIT

Good attitude to learning

Fresh approach and thinking
Reflection

Doing a degree without any real-world experience puts the Graduate and Employer at a disadvantage

‘Job for Life’ is gone - gaining experience for shorter time periods reflects the current climate

Both Employer and Intern benefits

A head-start for Interns when they begin career

Many return to us to work after graduating

Some have returned to Catalyst as clients

One of the great things we can do as a business owner is to allow Interns to grow in confidence

We can help to grow great people alongside their educators at DIT

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PANEL Q&A
VISION 2050
FROM DUBLIN CHAMBER

https://www.bing.com/videos/search?q=2050+VISION+FOR+DUBLIN+UTUBE&view=detail&mid=0F68D69D01D230F9DF540F68D69D01D230F9DF54&FORM=VIRE
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