

# Training: It's time for the hire industry to value our people

*Mark Winfield*  
*Director, HSS Training*  
*May 2009*



[WWW.ERARENTAL.ORG](http://WWW.ERARENTAL.ORG)

## Training is more important than ever

- n We live in extraordinary times
- n Now more important than ever to invest in people
- n Hire demands a lot from its people –
  - n complex operations
  - n huge H&S commitment
  - n massive product knowledge
  - n the ability to react at short notice
- n Time for our industry to be proud of our people and proud of itself
- n Customer-focus absolutely central in a downturn

## What do we do?

- n Invest in people from induction to senior management
- n Drive customer focus through every training programme
- n Offer real opportunity for progress through our large supercentres
- n Measure performance via “getting results” and “doing it the right way”
- n Adopt an informal, ambitious, customer-centric culture
- n Promote from within and drive continual talent and performance
- n Lead from the top – lots of contact with senior management



We take our social responsibilities seriously..

- n Employee volunteering programme
- n Charity programme nationwide
- n Environmentally-conscious and certified to ISO14001
- n Work with City Gateway to take apprentices from NEET communities to become our managers of the future



## Health & Safety at the heart of what we do

- n Our training company with 19 dedicated centres nationwide
- n Full range of industry-recognised technical, safety to meet individual and corporate training needs
- n Training delivered at customer premises – full bespoke course development
- n Over 100 specialist courses delivered by fully-accredited trainers
- n 3,500 courses a year training 5 – 6000 corporate delegates



It all depends on the people...

- n Hire is a small part of our customer's businesses but a very crucial one
- n Getting it right for them means doing right by our people
- n Time for the hire industry to mature in its attitudes to people development
- n Training has never been more important