



Assured recognition service

Showcase the quality of your training programmes with recognition from global leaders in learning excellence and quality.

Recognising excellence

Showcase the quality of your in-house training programmes with recognition from global leaders in learning excellence and quality, City & Guilds and ILM.

The Assured recognition service benchmarks your programmes against our quality standard giving you the confidence and reassurance that your in-house training is the best it can be.

If you're a training provider looking to stand out from the crowd and win new business, or an employer looking to build talent from within, Assured can provide the competitive edge you need.

"Investing in training not only helps to develop much needed skills in your business, it also helps with staff satisfaction and retention."

Shelley Parker-Wain, Avery Healthcare



Our Assured service

Our Assured service provides external recognition for your in-house training programmes.

Our service is a business-improvement tool, showing you how to take your training from good to great. Assured adds value to any type of training no matter the industry area, content, format or length.

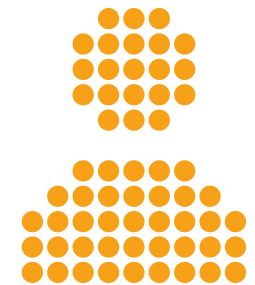
We've got everything covered. Our Assured service includes:

- a dedicated account manager experienced in working with organisations like yours
 - a pre-service assessment and guidance – we'll work together to ensure Assured aligns to your business needs
 - full review of your training by our learning and development experts against our Assured benchmark standards
 - a comprehensive benchmark report of your training review including where it meets or exceeds the standard, and any areas for development
- digital credentials – co-branded digital credentials and certificates and complete management of this service by us, including technical support and an annual report to demonstrate impact
 - annual licence to use the Assured brand on your training and marketing materials.

Need more support?

We offer a pre- or post-consultancy service, where our experts can help with any aspect of your Assured programme. Your account manager will be able to provide further information and costs for this additional service.

How Assured benefits your business



Training providers

Showcase the quality of your training programmes

Employers and learners look for trusted training that can add value to their businesses and careers. Assured provides this credibility through the expertise and authority of the City & Guilds and ILM brands.

Grow your business and diversify

Assured validation gives you the differentiation you need to stand out from the crowd. By showcasing your commitment to training quality, you can use the City & Guilds and ILM brands to attract new clients.

Attract and retain participants

Assured status sends a powerful message to people looking for training about your organisation's commitment to excellence and the quality of your training. Recognise your participants' success through a joint-branded credential and/or certificate that showcases their achievements.

Employers

Build talent from within

Design a training programme that addresses your skills gap challenges, with the support of a global leader in learning and training, to ensure you are getting maximum value for your business and staff.

Gain brand exposure and competitive advantage

As your teams share their digital credentials, you are showing your supply chains, end customers and investors that you value best-in-class training for staff.

Showcase the quality of your training programmes

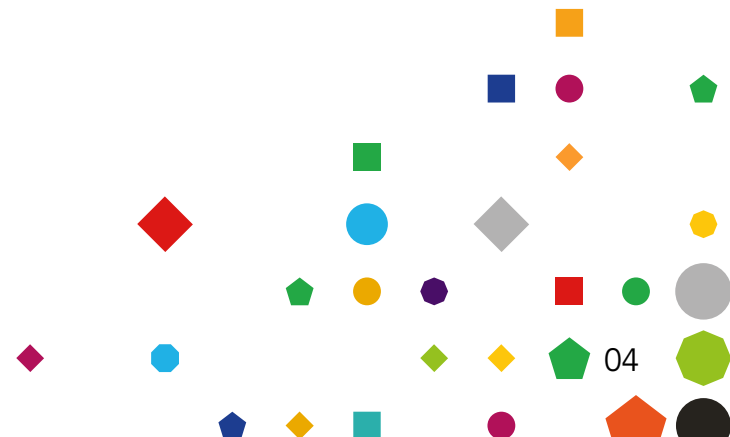
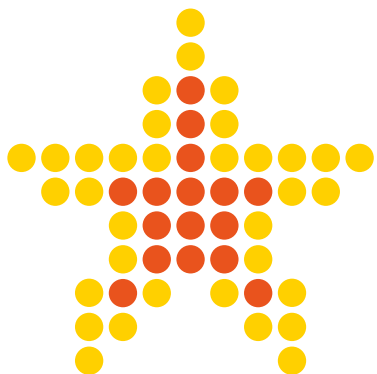
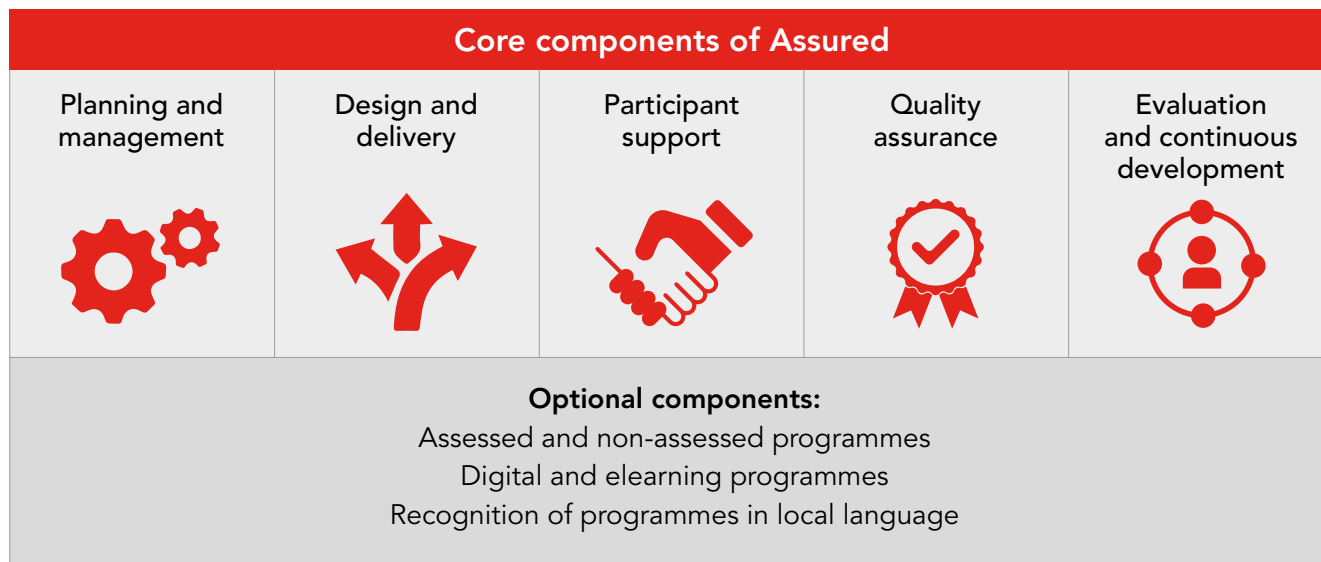
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Our benchmark – the quality standard that recognises excellence

Our Assured consultant will assess your training programme against **five core components**.

We can recognise both face-to-face and digital learning, assessed or non-assessed training and even training delivered in your local language in any industry area.

If the content is leadership and management focused, it will be reviewed holistically against ILM criteria.



We offer digital credentials

As part of our recognition service, we offer digital credentials, which are a digital representation of an achievement.

Unlike a paper certificate, digital credentials are easily shareable, verifiable and trackable all in one click. This allows your participants to easily share their achievements electronically and online, on sites such as LinkedIn.

We will manage the end-to-end process making sure the issuing of digital credentials is seamless for you. We will also provide annual reports on how your credentials have been accessed and shared, demonstrating the impact of your brand.

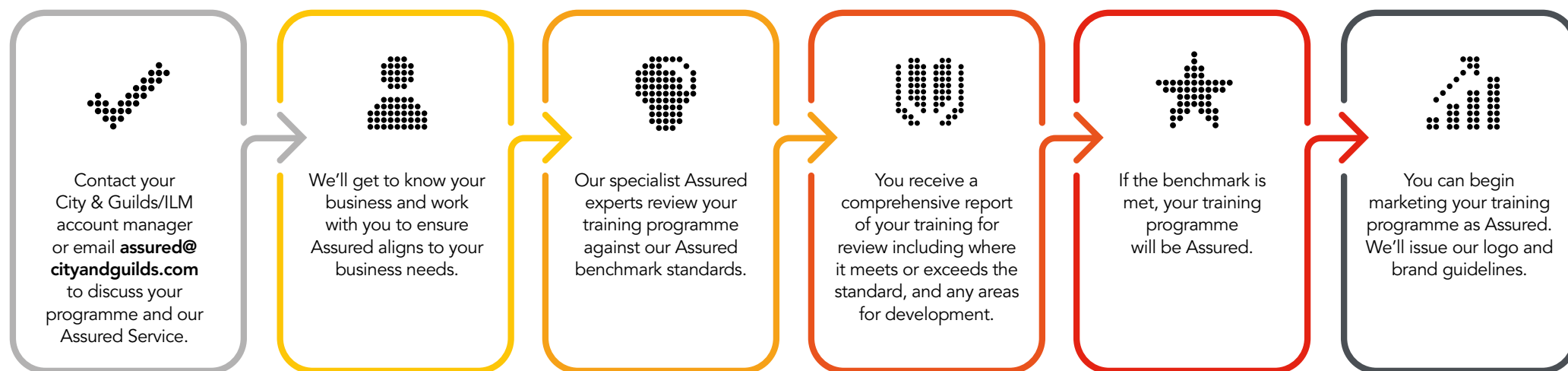


Digital credentials



Six steps to recognition

Getting your in-house training programmes Assured by City & Guilds and ILM is a simple six-step process where we offer support at every stage.



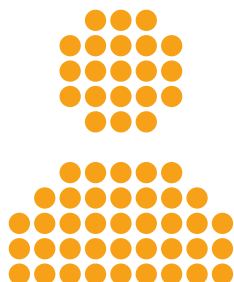
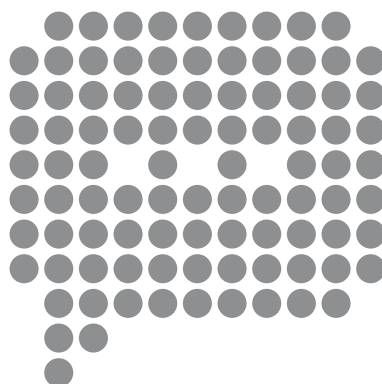
Get in touch

Contact your City & Guilds or ILM account manager or call +44 (0) 1924 206709 to discuss your programme and our Assured service.

To find out more about our Assured service visit
cityandguilds.com/assured
i-l-m.com/ilmassured

As part of the City & Guilds Group, we believe in a world where people and organisations have the confidence and capabilities to prosper, today and in the future.

As workplaces evolve, so do we. That's why City & Guilds sets the standard for skills that transform lives, industries and economies.



"To achieve ILM Assured status for the programme provides additional credibility, and gives the mentors and mentees complete confidence in the quality of the programme."

Dr Wayne Allison, Technical Director, League Managers Association



City & Guilds

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