

14 October 2026

› Top 10 in-house training challenges.

And how to solve them.



> About today's webinar

- 10 common challenges that HR and L&D professionals across all sectors and industries tell us they're facing.
- Examples of how we help companies solve these challenges through our Training Consultancy services.
- Q&A with our expert L&D consultant.



> Some of the companies we work with...



› Introducing our L&D Consultant



Beckie Badger

Beckie is one of City & Guilds' most experienced consultants with 23 years of experience in designing skills frameworks, standards, assessments and quality assurance systems. She has been the Lead Expert for Assured – City & Guilds' global quality benchmark for internally developed training – since its inception, overseeing the work of our L&D Specialists and acting as an accomplished L&D Specialist herself.

Beckie has worked with global brands to help them design, implement and improve their in-house training both in the UK and internationally.

She has also been the Lead EQA for City & Guilds' childcare provision for over a decade, actively involved in developing qualifications and assessment for the sector.



Top 10 in-house training challenges

> Our training doesn't develop the skills our business needs

OUR SOLUTION: Workforce Training Strategy Design

Aim: To look at the needs of the business and help you decide what type of training you should design.

We look at:

- Do you have a formal strategy in place?
- Have you looked at the business needs?
- Does your internal training address those needs?
- Do employees understand the importance of training?

We can work with you to:

- Define a training strategy or elevate what you already have in place.
- Establish ways to get engagement from key stakeholders.
- Explore a skills framework to inform training needs analysis, programme development and capacity planning.
- Set out an approach to ensure consistency, quality, relevance and scalability.

> The quality of our training needs to be improved

OUR SOLUTION: Training Quality Improvement

Aim: To understand what's not working with your current training approach.

We look at:

- Who designs the training?
- Who delivers the training?
- Who monitors and reviews the training?
- How is feedback gathered?
- How is consistency checked?
- How is achievement of the intended outcome confirmed?

We can work with you to:

- Improve your existing processes for managing the overall quality of your training.
- Create a blueprint for your processes and recommend tools and approaches.

> The assessment within our training is not working

OUR SOLUTION: Assessment Quality Improvement

Aim: To understand the purpose of assessment and whether the assessment is appropriate.

We look at:

- What is the assessment checking?
- Is the correct method being used?
- Is the assessment fair and equitable?
- Is the assessment achieving its goal?
- Is the assessment cost effective?

We can work with you to:

- Review how you develop, deliver and quality assure your assessment.
- Create a blueprint for your processes and recommend assessment approaches.
- Suggest improvements or alternatives to the processes, methods and tools.

> Challenge 4

> We don't know how to evaluate our training against its aims

OUR SOLUTION: Training Evaluation

Aim: To explore how training is currently being evaluated and what the barriers are.

We look at:

- The method of evaluation being used.
- The content of the evaluation, including the types of questions asked.
- How the evaluation relates to the aims/objectives of the training.
- Who the evaluation is issued to and when.
- The format of the evaluation.

We can work with you to:

- Review your existing evaluation processes to ensure you are evaluating your training effectively.
- Create a blueprint for your processes and recommend evaluation approaches for you to implement.
- Suggest improvements or alternatives to the processes, methods and tools you use to evaluate your training.

> Challenge 5

We can't measure ROI for training

OUR SOLUTION: Impact and ROI Measurement

Aim: To discuss the purpose of measuring ROI and the type of data that can inform ROI.

We look at:

- What ROI needs to focus on.
- How and when ROI data can be generated.
- Who captures and collates ROI data within the organisation.
- How data is presented to enable analysis.

We can work with you to:

- Determine what you could measure and how, based on your business strategy and the objectives for your programme.
- Measure training impact using our unique three-dimensional approach, enabling you to generate rich and relevant data.
- Help you interpret the data to calculate ROI.

> Challenge 6

We don't have clear progression pathways for staff

OUR SOLUTION: Training Framework Design

Aim: To understand skills gaps and how training can support progression across roles and disciplines.

We look at:

- Different roles within the team.
- The skills/understanding needed for each role.
- How training programmes can be designed to align to the required skills/understanding.
- Prioritising training needs within roles.

We can work with you to:

- Design a training framework.
- Define training progression routes.
- Establish an approach to the sequencing and order of your training programmes.
- Create programme outlines.

> Challenge 7

We want to create our own training, but we don't have the capacity or experience

OUR SOLUTION: Programme Content Development

Aim: To understand what training programmes are needed and how the current training team operates.

We look at:

- What training is required (including content).
- When training needs to happen.
- How training needs to be delivered.
- Who will be involved with delivering the training and what their current skills and experience are.
- Designing the training.

We can work with you to:

- Determine what you want your training to cover, ensuring it meets your organisation's strategic goals.
- Define clear learning objectives and decide on the most suitable delivery methods.
- Create the programme content and associated training materials for you.
- Establish key processes and resources to support ongoing delivery of the training.

> Challenge 8

We want to add assessment to our training, but we're not sure how to design it ourselves

OUR SOLUTION: Assessment Design and Development

Aim: To discuss the rationale for wanting assessment.

We look at:

- Why assessment is wanted and how it adds value.
- How the aims and objectives of the training programme align to assessment methods.
- Parameters of assessment – what are the specific aspects that are needed?
- Current skills and experience of the assessment staff and how they can be upskilled.
- Designing the assessment.

We can work with you to:

- Define the relevance and purpose of assessment.
- Determine the method, format and timing of assessment that best suits your training programme.
- Create the assessments, as well as accompanying planning and delivery materials.

> Challenge 9

Our staff are going to deliver our training, but they need upskilling

OUR SOLUTION: Train the Trainer Capacity Building

Aim: To understand the current skills and experience of training staff and upskill them accordingly.

We look at:

- Which staff will be delivering the training and what their current expertise and experience is.
- How training skills can be developed.
- Parameters of upskilling the team – what is needed and what are the current barriers to upskilling?
- Designing the train the trainer programme.

We can work with you to:

- Define a train the trainer programme that meets the individual needs of your business.
- Agree the duration, delivery model and structure to suit your requirements.
- Deliver the programme to your training staff.
- Establish key processes and resources to support the ongoing delivery of the training.

> Challenge 10

We need help evaluating our training

OUR SOLUTION: Programme Evaluation and Validation

Aim: To explore approaches to evaluating internal training and develop a suitable method that aligns to business needs. We can also link it to our global quality benchmark, Assured.

We look at:

- What method of evaluation is currently being used.
- The most appropriate and effective approach to evaluating training.
- Designing the evaluation process and the tools for analysing results.

We can work with you to:

- Review your existing evaluation processes to ensure you are evaluating your programme effectively.
- Create an evaluation process for you to implement.
- Suggest processes, methods and tools you could use to validate your programme.
- Explore whether Assured is suitable for your organisation.



Our support for internally developed training

> Training Consultancy

Expert consultancy services to help you design, implement, improve and measure the ROI of internally developed training.

- Pick from 10 optional 'modules' to create your own bespoke support package.
- Build your L&D team's capability and experience by working closely with our consultants.

> Find out more



› Assured – training validation and quality assurance

Demonstrate your commitment to L&D excellence and recognise employees' achievements with branded digital credentials for your internally developed programmes.

- A comprehensive, expert review of your systems and processes against the Assured Benchmark – our global quality standard.
- Recommended improvements to help you enhance the quality of your training.





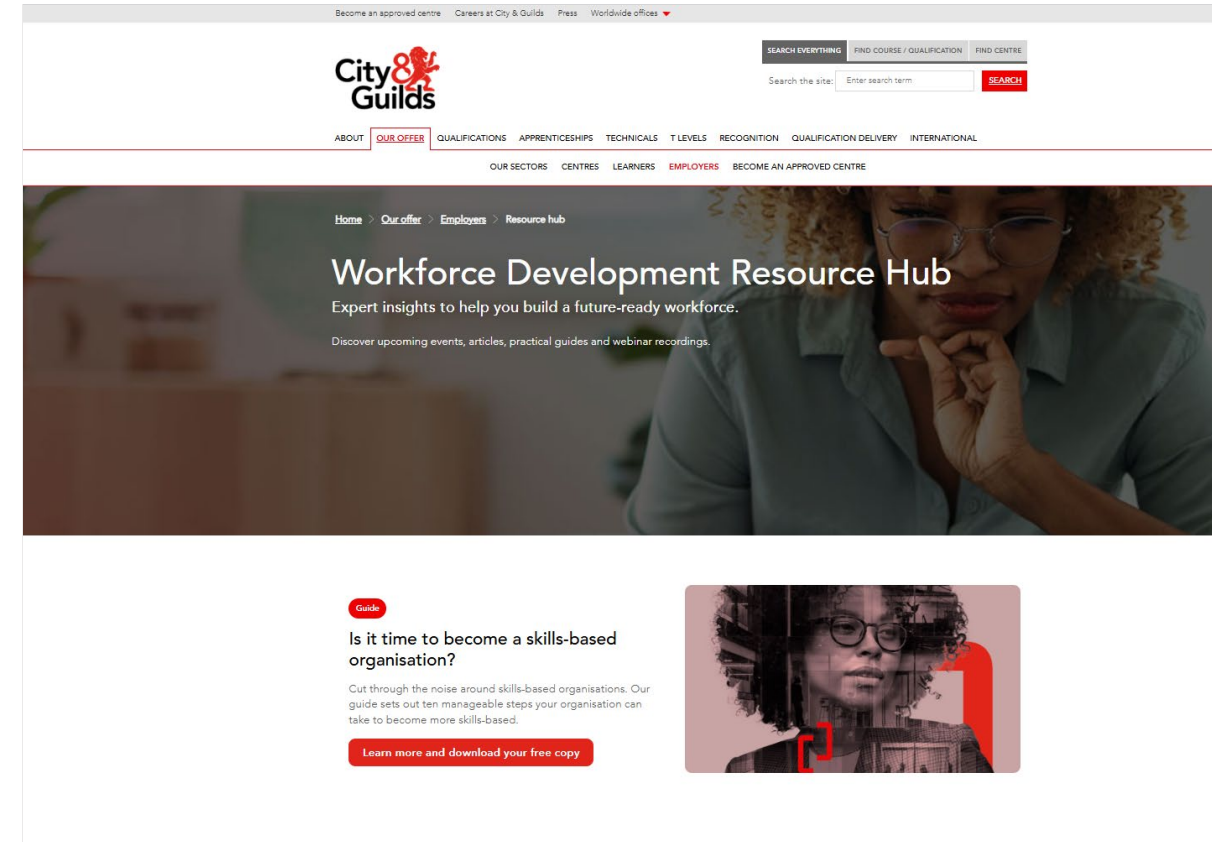
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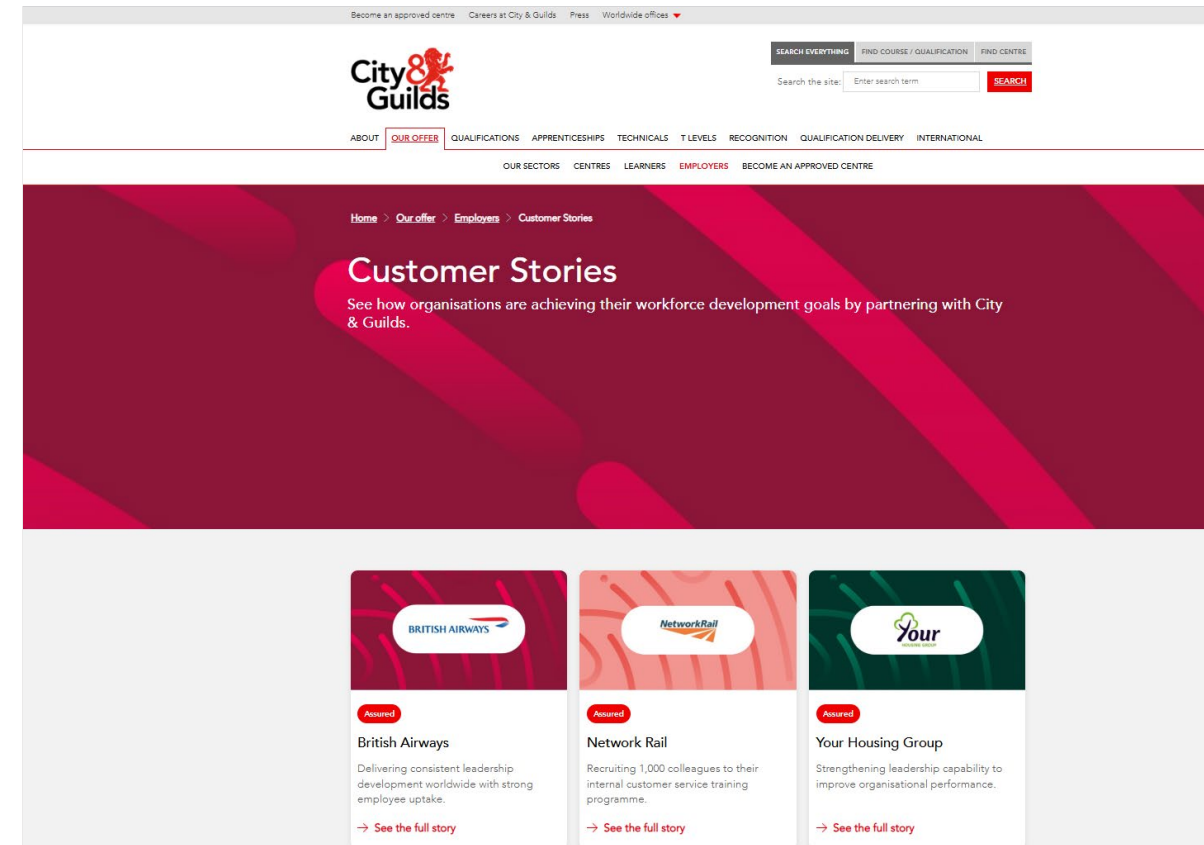
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- British Airways
- Network Rail
- Your Housing Group
- PfP Thrive
- Worldchefs

> See the stories



> Join our upcoming events

The L&D Exchange: Wakefield

11th November 2026, 10:00-13:00

City & Guilds, Wakefield 1,
4 Red Hall Court,
Wakefield, WF1 2UN

> Reserve your place

The L&D Exchange: London

9th December 2026, 10:00-13:00

City & Guilds, Giltspur House,
5-6 Giltspur Street,
London, EC1A 9DE

> Reserve your place

› Talk to our Skills Specialists



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About City & Guilds

City & Guilds is the global skills partner, empowering people, organisations and economies to develop the skills they need for growth. With almost 150 years of trusted expertise, we support people into work, help them develop on the job and move into the next job.

We work with Governments, employers, training providers, colleges and industry stakeholders to design and deliver high-quality training, qualifications, assessments and credentials that lead to meaningful career progression. We understand the life changing link between skills development, social mobility and success. Our solutions span critical sectors including construction, engineering, transport, energy and electrical, serving over 1 million learners annually.

Through our comprehensive portfolio of brands and trusted global network, we set industry-wide standards for technical, behavioural and commercial skills to improve performance and productivity. We believe you can achieve your potential - and we're here to help make it happen.

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