



Alexander Advertising International Ltd

Staff Training

Alexander Advertising International Limited Alexander Advertising Ltd recognises that its most important resource is its employees. It is committed to the training and development of its entire workforce so that they will gain the necessary skills to reach their full potential.

This will assist in enabling the organisation to achieve its aims and objectives that are to provide specialised, high quality services to its customers with regard to their advertising requirements. By increasing the skills and knowledge of its staff the organisation will produce confident, highly qualified staff working as an effective and efficient team.

The individual training and development needs will be identified through

- A training needs analysis questionnaire
- An annual performance appraisal
- Requests from employees.

The training and development needs identified will be met through a variety of activities depending on the nature and extent of the requirements deemed necessary after assessment.

All internal training provided by the organisation will be of no cost to the employee.

External courses and professional qualifications may be fully or partly funded by the organisation depending on the nature of the training.

Employees are responsible for their own development and as such may inform the organisation of their development needs and take part in prescribed development activities.

As part of the organisation's continuing commitment to training and development, employees are asked to provide feedback on the value and effectiveness of the training and development they undertake. This information will be used to assess and improve the training process.

This policy respects equal opportunities and applies to all employees.