



## **LOCAL FIRM DEVELOPS APPRENTICE'S SKILLS FOR AN UNSTOPPABLE FUTURE!**

Leighton Buzzard, UK – 1<sup>st</sup> March 2017. FMC a world leader in the supply of friction and steel discs for heavy duty applications today announced the roll out programme for the development of apprentice's skills for an unstoppable future!

It's been widely reported that there are skills shortages across the UK's labour market with students finding it increasingly difficult to transfer from an educational environment into the workplace. Like many other organisations, Friction Marketing Co Ltd (FMC LTD) has experienced similar challenges as far as skills gaps and shortages are concerned.

For this reason, the Directors decided to implement an Apprenticeship Programme, which so far, has seen an impressive 98% retention rate since the programme was first introduced in 2008.

Friction Marketing Co Ltd, is a leading manufacturer and supplier of Clutch, Brake and Transmission Plates, mainly for the earth moving and mining industry. The company is located across 2 sites based in Nottinghamshire and Bedfordshire.

Craig Lawrence (Operations Director) explained that Apprentices are vital to ensure the future viability of the business. The programme has continued to develop over time and has enabled the company to transfer valuable technical expertise from the more experienced employees to the apprentices.

Craig said, "Our recent research examined how businesses can help the millennial generation join the workplace and this inspired us to take a deeper look at how our apprentice training is designed and delivered so that it aligns with our Core Values. Ultimately our goal is to ensure that each of our apprentices are fully supported by the business so that they are able to reach their full potential."

Siobhan Spencer (HR Manager) explained that technical and functional skills are very important within any business, however, a breadth of transferable skills is also required within each role such as; communication, listening, decision making, team working skills.

Siobhan added, "As a business, it is our responsibility to help build leadership skills for the future and facilitate opportunities for development amongst our workforce and our local community. Research shows that each generation has its own characteristics, for example; the millennial generation has excellent knowledge of technology and demonstrates a 'Can-Do' attitude. We have also identified a clear gap of 'LIFE SKILLS' amongst students entering the workplace from a school or college. That's when we started to consider what else we could offer within the Apprenticeship Programme to fill in these gaps. We have very strong links with our education partners so we are often invited to go into secondary schools and colleges to speak to students about our Business and the Apprenticeship Programme. This is where we met the Founder of Unstoppable Teens, Kevin Mincher."

Kevin Mincher is the nation's most influential Teen Results Coach. He created Unstoppable Teen in 1997 and more than 10,000 teenagers attend his No Limits seminars every year. The seminars are designed to inspire Students and equip them with proven strategies to help them succeed."

Siobhan added, "We instantly thought about how Unstoppable Teens could help our apprentices further develop their skills and started to work with Kevin to improve and adapt our existing apprenticeship training programme to meet the skills gaps. We decided to develop the quality of

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the programme and base the entire training on a mastery of skills, including, ~~technical, routine~~ expertise, functional skills and Personal Development.”

The training involves: In-house training with experienced Engineers, attending an Engineering Course at the local college and Life Skills training with Kevin Mincher.

Kevin delivers the training based on an Acronym called LIFE + P which covers:

- LEARNING AND THINKING SKILLS
- INTERPERSONAL COMMUNICATION AND LEADERSHIP SKILLS
- FINANANCIAL LITERACY SKILLS
- EMOTIONAL INTELLEGENCE SKILLS
- +  
• PHYSICAL WELLBEING SKILLS

Kevin said, “The youth generation is capable of making a huge difference to business and society. They just need to be encouraged and given the opportunity to master the skills they need to succeed. That’s why it’s inspiring to be part of what FMC is doing to empower their apprentices.”

Craig said, “Kevin is working with us to deliver the training over 6 sessions throughout the year. Our Managers, Team Leaders and previous Apprentices also take part so that they are able to further develop their own mentoring and coaching skills. Morale, motivation and productivity amongst our team has risen tremendously.”

He added, “FMC Ltd, are dedicated to their Investors In People status, this is important for apprentices who want to join a company that cares, invests and supports its workforce to further develop. This is the reason why we boast such a high retention rate.”

Our unique training programme aims to attract enthusiastic individuals that are committed to learning and developing their skills.

We are looking to recruit Engineering Apprentices

For more information please Contact:

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### **About FMC**

FMC was established in the UK in 1991 with a specific goal to supply products to the equipment manufacturers in the earthmoving and mining equipment industry. The company specialises in the field of wet friction materials and its products, which include sintered metallic, advanced friction paper, carbon, molybdenum, graphite and steel counter plates are used in a wide variety of heavy duty transmissions, clutch, differential and brake applications.

FMC’s strategy is to continually strive to understand the changing needs of its markets by researching, developing and ultimately introducing new friction materials to meet the ever growing demand from its customers. This includes constant dynamometer testing of new friction material

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qualities, investments in the latest technology and working with clients in developing bespoke vehicle and machinery solutions.

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