



# Introducing the Ambition to Employ Project.



This programme has been funded with  
support from the European Commission

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## Project Introduction

- Ambition to Employ is an EU Erasmus+ project bringing together project partners and experts from the United Kingdom, Poland, Spain, Denmark and Ireland.
- This project has developed a new training model to enable self-employed owner-operators to hire their first employee with knowledge, ability and confidence.
- This requires teaching the practical, legal and financial aspects of employment and sustainable business growth, but also applying new insights into overcoming the psychological barriers and risks involved.

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## Project Partners



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## Project Components

The three new learning resources:

- Self-assessment tool for sole traders/self employed individuals
- Curriculum and OERs for use for VET organisations
- Online course for sole traders/self employed individuals

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AMBITION  
TO EMPLOY

## Self Assessment tool.



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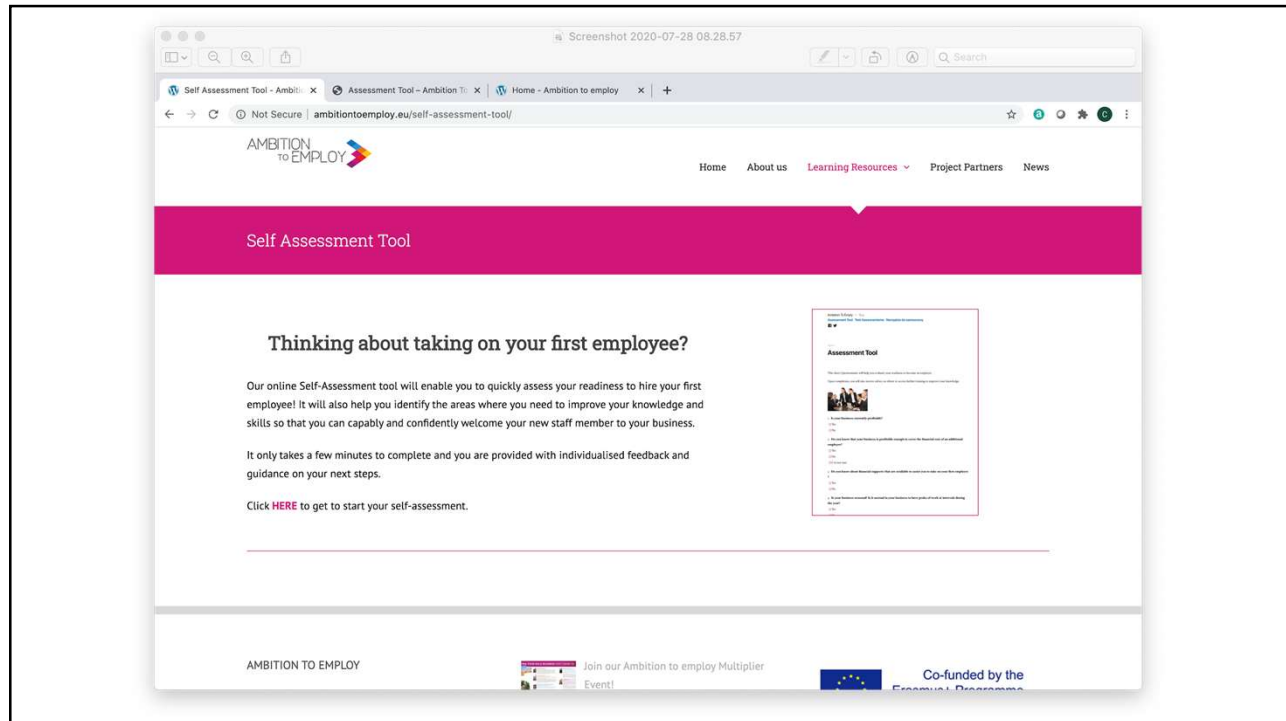
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### Self assessment

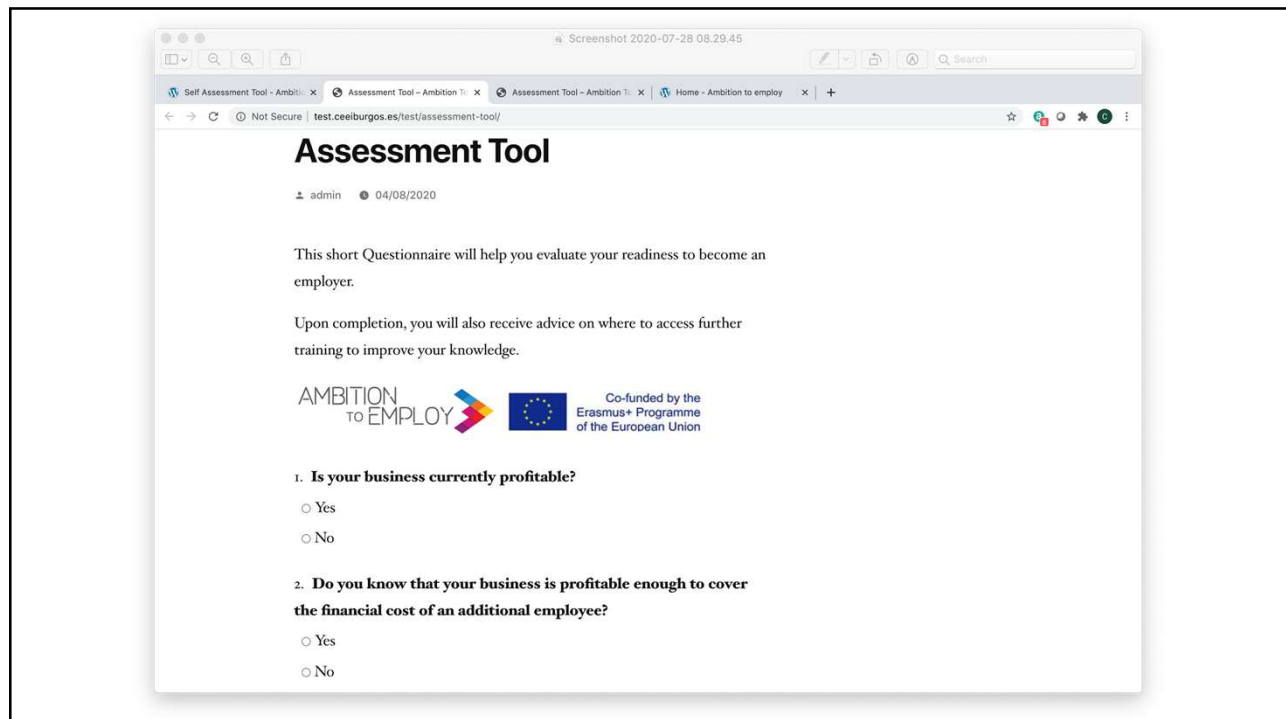
- Our online Self-Assessment tool will enable you to quickly assess your readiness to hire your first employee! It will also help you identify the areas where you need to improve your knowledge and skills so that you can capably and confidently welcome your new staff member to your business.
- It only takes a few minutes to complete and you are provided with individualised feedback

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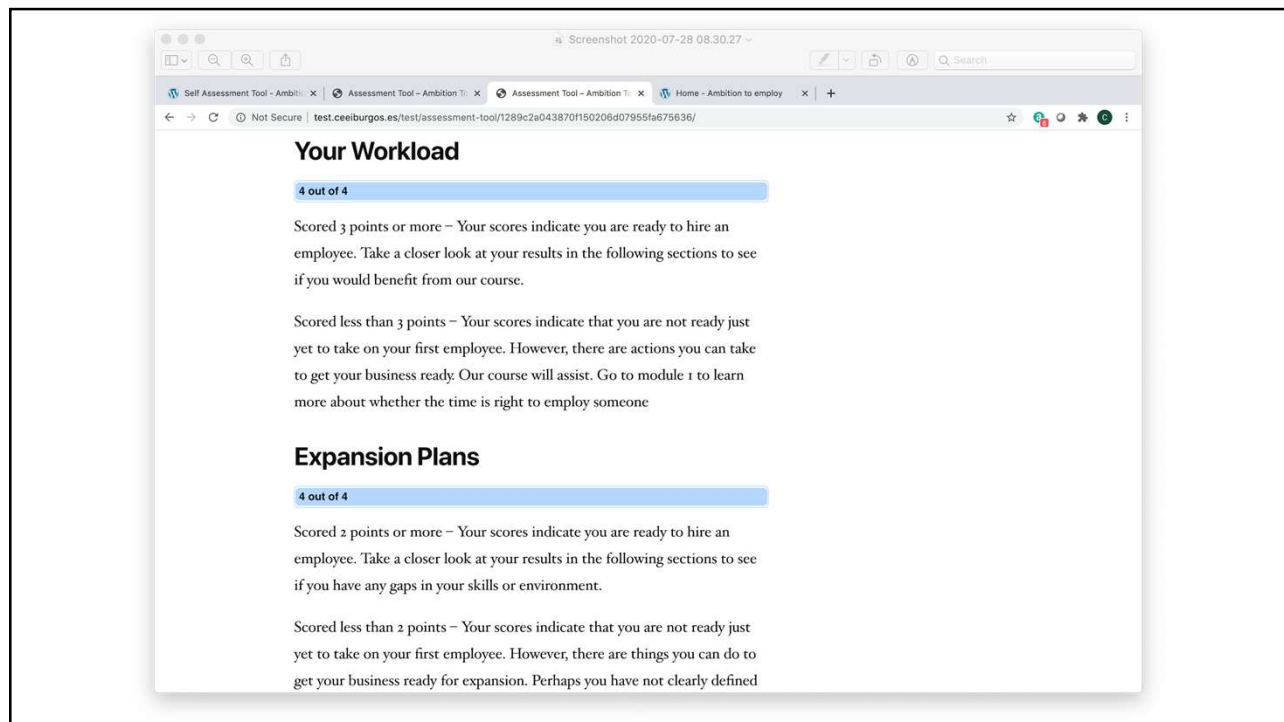
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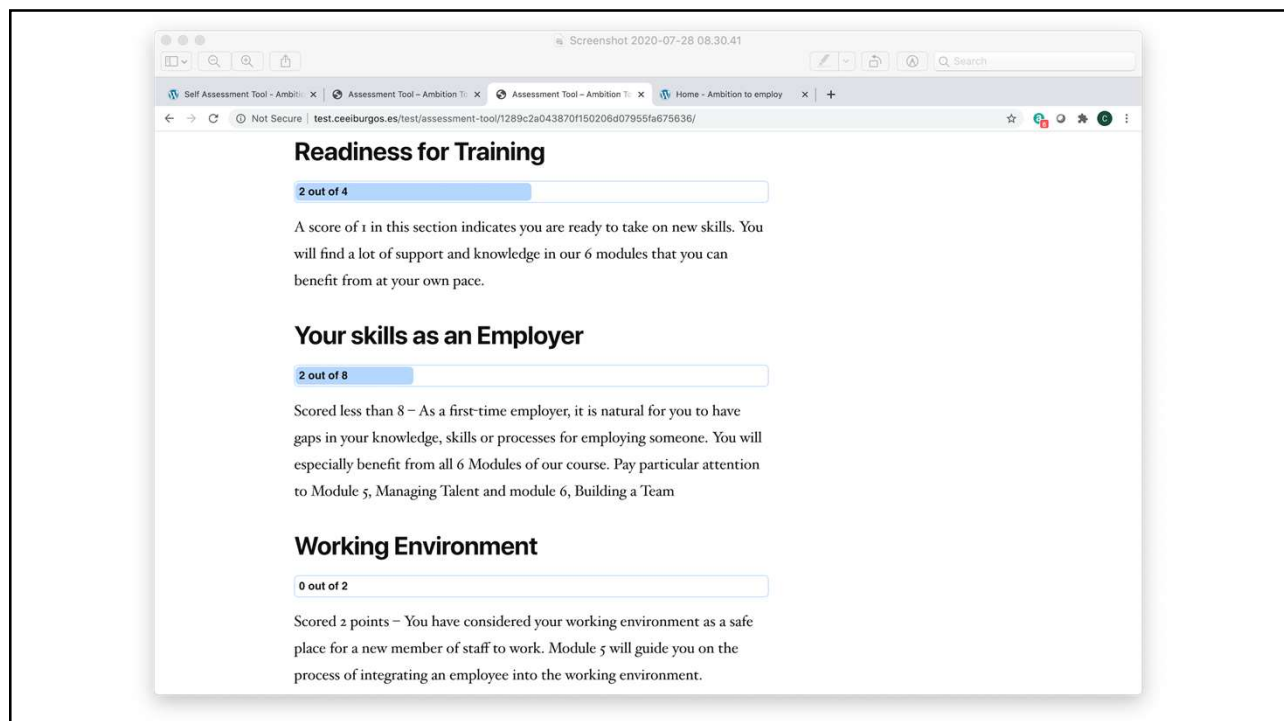
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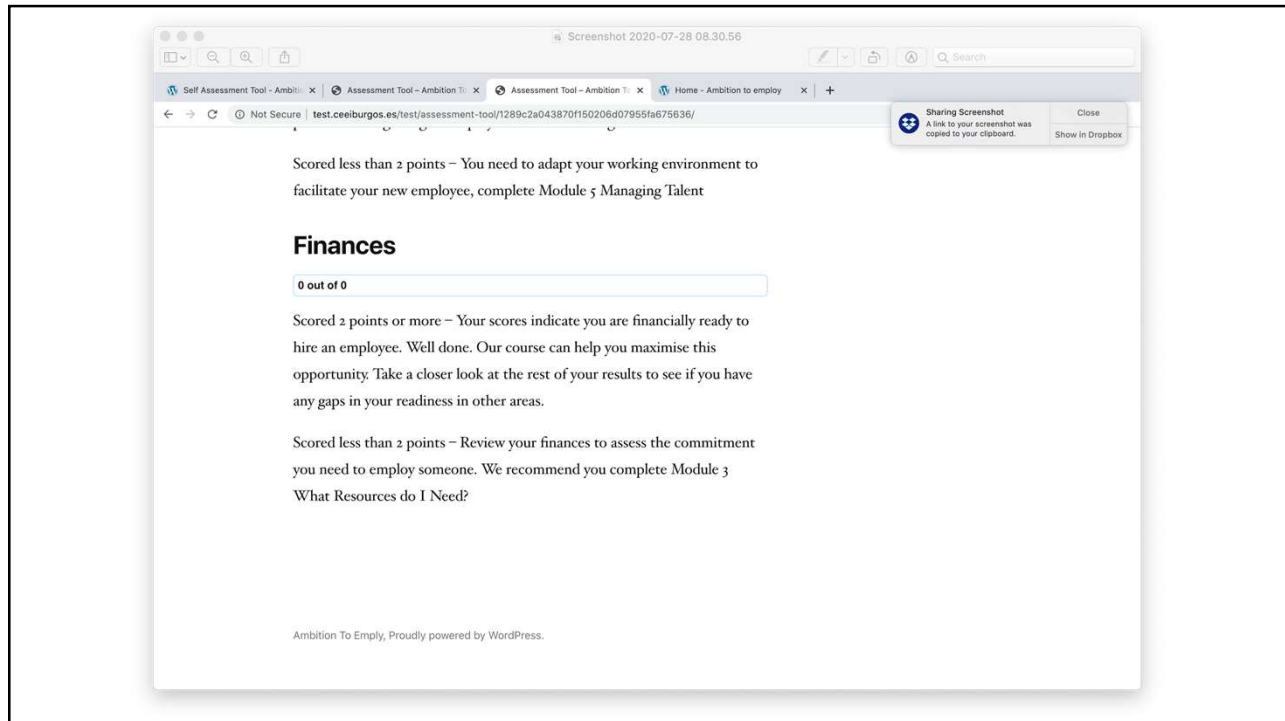
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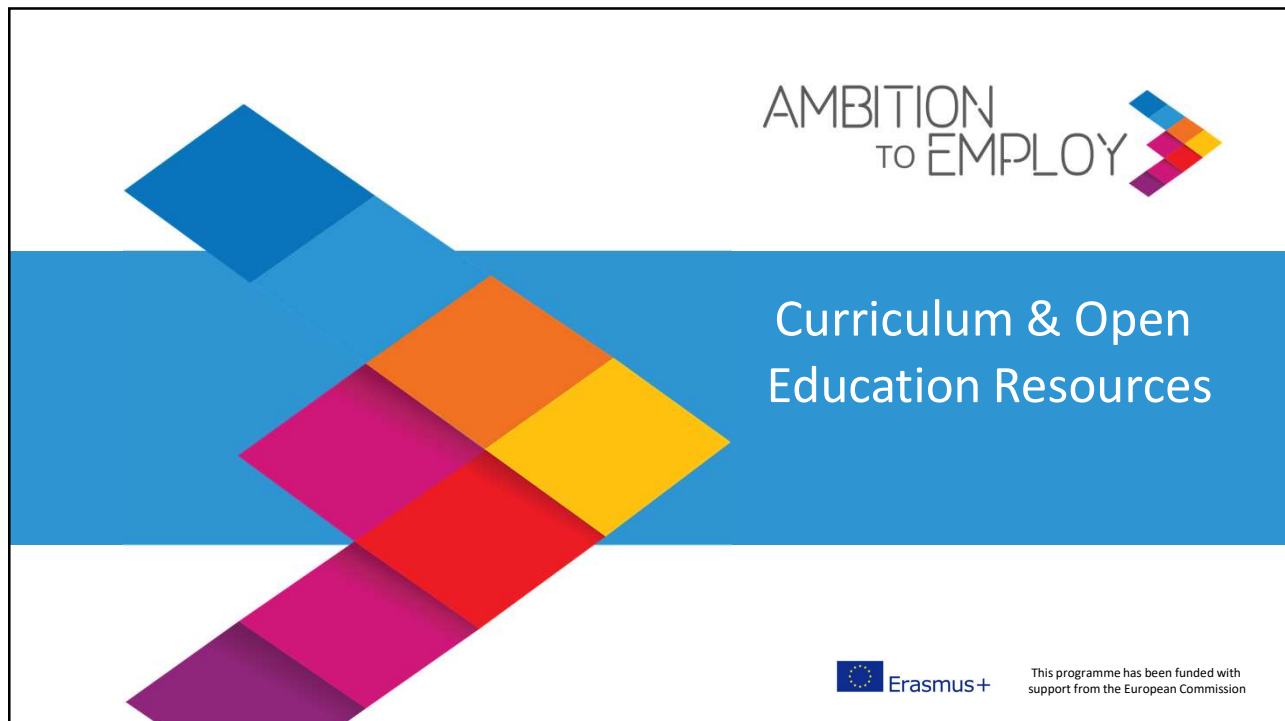
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## CONTEXT

- Between 2007–12 only 3% of UK sole traders hired an employee and kept them.
- The **real and perceived** barriers to entrepreneurs taking on employees. Taking on first employee = particular psychological threshold, learning effect for hiring subsequent employees
- Develop a new training model with comprehensive support for business trainers and advisors on how to impart the knowledge, skills and self-belief required to hire a first employee



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## Not for the greater good, for your good...

First and foremost, it's been said that the **only two purposes of an employee** are to:



**MAKE MONEY FOR  
THE BUSINESS**

or



**SAVE MONEY FOR  
THE BUSINESS**



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## When the time is right ...



*I knew it was time to hire my first employee when I was working over 40 hours a week on client projects, hours that did not include administration and finances, sales and the other aspects of running a business. I realized that in order to grow my business I absolutely had to hire an employee and offload some of my tasks and responsibilities.*



**Maris, Marketing Consultant, Ireland**



*For me, it was when I worked every night until after midnight and every weekend for five weeks in a row and still had more work coming in than I was getting out. I knew I needed help when the quality of service started to slip and clients had to wait longer and longer for projects.*



**John, Security Software Business, UK**

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## Three Target Groups

**a) SELF-EMPLOYED INDIVIDUALS** with latent employment potential, who have progressed their business to the point of expansion. Their growth potential is hindered by apprehension as to the complexity and responsibility of becoming an employer.

**b) TRAINING PROVIDERS** offering entrepreneurship training and business coaching, notably local and regional enterprise development agencies, colleges and education institutions with business courses, private sector business advisors and consultancies etc.


**c) STAKEHOLDERS** from the wider enterprise development and business VET community, who can benefit from improved knowledge about barriers to growth and innovative training approaches.

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## Our Job

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Develop a new training model with comprehensive support for business trainers and advisors on how to impart the knowledge, skills and self-belief required to hire a first employee.



**TWO PARTS**

- Classroom course – 6 PowerPoint Modules
- Trainers guide and exercise downloads

Curriculum and Open Educational Resource Downloads

## Download the Complete Course

Download "Curriculum and Open Educational Resource"

Curriculum-and-Open-Educational-Resource.zip – Downloaded 77 times – 78 MB

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## A NEW **TRAINING MODEL** TO TEACH **ENTREPRENEURIAL GROWTH COMPETENCIES**



MODULE 1	MODULE 2	MODULE 3	MODULE 4	MODULE 5	MODULE 6
<b>WHEN THE TIME IS RIGHT?</b>	<b>THE ROLE – WHO IS YOUR IDEAL EMPLOYEE?</b>	<b>WHAT RESOURCES WILL YOU NEED?</b>	<b>THE PROCESS, ATTRACTING TALENT</b>	<b>MANAGING TALENT EMPLOYEE?</b>	<b>BUILDING A TEAM (of two +)</b>
<b>1.1</b> Introduction <b>1.2</b> Are you Ready? <b>1.3</b> Can you Afford to take on a first employee	<b>2.1</b> Introduction <b>2.2</b> Defining the role for your first employee <b>2.3</b> Crafting a Winning Job Description <b>2.4</b> Small is Beautiful	<b>3.1</b> Introduction <b>3.2</b> Recruitment Costs <b>3.3</b> Salary Costs <b>3.4</b> Employers Liability Insurance <b>3.5</b> Sickness, maternity and paternity leave and flexible working <b>3.6</b> Pensions <b>3.7</b> Salary Sacrifice Scheme (UK Only) <b>3.8</b> Other Employee Benefits <b>3.9</b> Premises <b>3.10</b> Your Time	<b>4.1</b> Introduction <b>4.2</b> Attracting talent. Use recruitment as a marketing opportunity <b>4.3</b> Shortlisting <b>4.4</b> Interviewing - what can I ask and getting best results from the interview <b>4.5</b> Red tape and Contracts <b>4.6</b> Employment Contracts	<b>5.1</b> Introduction <b>5.2</b> Prepare to Onboard <b>5.3</b> The First Day and First Week <b>5.4</b> Training and support – the first months of employment, the key to success. <b>5.5</b> Training and support – year one review.	<b>6.1</b> Introduction <b>6.2</b> Three top tips for managing talent <b>6.3</b> The Power of Work Based Learning <b>6.4</b> Work-based Learning - a focus on Intrapreneurship <b>6.5</b> Final Advice from your Business Peers/New Employers

[www.ambitiontoemploy.eu](http://www.ambitiontoemploy.eu)


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## E-book

Timing is everything in business. You are at an exciting juncture in your business. You have survived the early days and the specific business issues of building sales from zero, establishing your brand, setting up operations, building relationships, stabilizing cash flow. Finally, your venture has transitioned from struggling start-up to a more settled business and you are now beginning to focus on growing your business to the next level.....

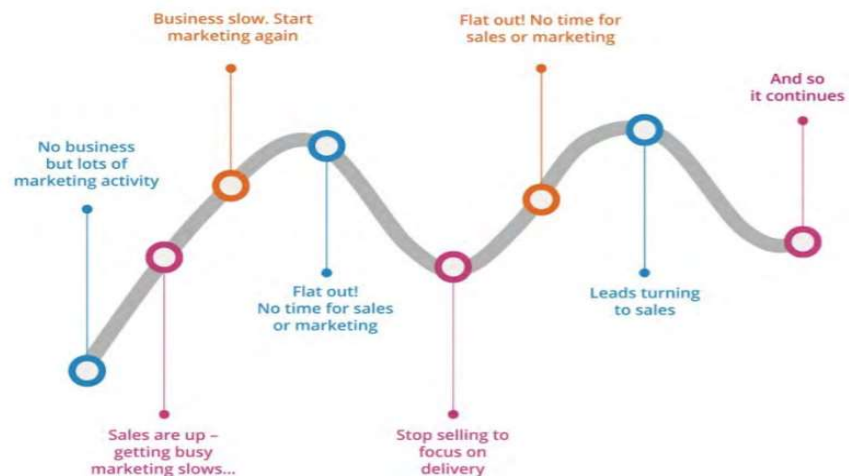


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## CONTENT WRITTEN FROM THE HEART....

### TYPICAL INCOME OF A SMALL BUSINESS



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## CONTENT WRITTEN FROM THE HEART....

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SOLUTIONS to IN THE TRENCHES



CLARIFY YOUR MISSION



BUILD SYSTEMS



GET A MENTOR

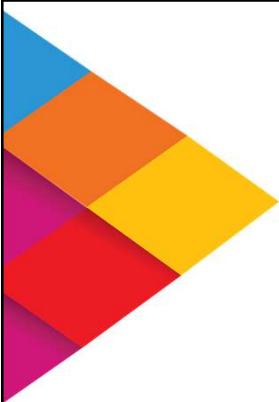


TAKE THE LEAP & TRUST

<https://www.ambitiontoemploy.eu/curriculum-and-open-educational-resources/>

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## PILOT TESTED – 73 respondents

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*From a tutor's perspective this is an incredible training resource*

*The modules are very thorough and cover all aspects of taking on your first employee in an easy to understand format.*

*Very interesting insights into why employees come to work for an employer and tips and tricks to attract talent.*

*This has offered me a much more structured approach to potential recruitment of a first employee*

*This is the first training guide/resource that I have ever come across to cover the topic of hiring a first employee - really interesting and useful for my work as a Business Development Officer*

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