How to co-operate with companies

Case: Pirkanmaan Osuuskauppa and Tampere Vocational Adult Education Centre

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How do we start

• Usually contact is taken two way:
  – Company calls us and asks for education
  – We follow what is happening in the branch; what companies are establishing new post, what branch needs labour and contact companies
Discussion

- If a company is willing to negotiate with us; usually both training manager and instructor visit the company.
- As we go to negotiate, we usually have some idea, what kind of education company wants – we have some example how to carry through the education needed.
- Also experience from tailored education is useful – preferences are useful also.

Case Pirkanmaan Osuuskauppa

- Pirkanmaan Osuuskauppa is cooperative enterprise that consists supermarket trade, service station store and fuel trade, the department store and speciality store trade, the hotel and restaurant business, the vehicle and automotive accessories trade as well as the agricultural trade. The S Group’s purpose is to provide services and benefits for members.
- Prisma, S-Market, Sale, ABC, Sokos
Case Pirkanmaan Osuuskauppa

- As instructor visit companies every day, we know quite many superiors and personnel – also from POK
- Co-operation started in 2003
- Training manager took contact human resource manager
- First we introduced model for sales people – soon we realized that company needed leadership training

Case Pirkanmaan Osuuskauppa

- The education was planned together
- The education was carried out together too (company specialists were involved)
Where are we now

- We have trained over 100 employees from Pirkanmaan Osuuskauppa
- Planning new groups, new education
- Planning new education products and co-operation
- Real partnership – both learn, both benefit

What have we learned

- As education organisation you should have the same knowledge about what is going on in business as companies have – if you don’t know, you are "old news"
- The only way to do successful co-operating with companies is to do the whole training process together - from recruitment to education
- Advantage of this kind of co-operation is that every time company has some kind of human resource problems – company easier takes contact with you
What have we learned

- It’s useful, if company has one person to contact in education organisation – this contact person is taking contact inside its own organization when needed – easier and timesaving for company
- People are doing co-operation – not companies
- If company is happy and finds co-operation useful our success follows

Thank you!