

Press Release

Date: 18/05/05

Crosby Awarded Investor's in People

Crosby today announced its accreditation as an 'Investor in People'. Crosby has met the criteria for the Investor in People Award, fulfilling the key principle of commitment to the continued and measured development and training of staff.

Investor in People is a national standard which sets a benchmark of good practice for training and development of people in order to achieve business goals.

"We are fully committed to developing workforce skills in order to achieve our wider business aims and objectives in the communications sector. We have used the Investors in People planning process to address our needs and have now implemented a training and development programme. We will consistently evaluate this to ensure our workforce has the most up-to-date skills in order that we build on our success. The Investors in People framework ensures that if you look after your inputs, your outputs will look after themselves," said Matthew Wilson, Managing Director of Crosby Communications Limited.

The standard is based on four key principles for people development: Commitment to develop employees to achieve business goals and targets; Planning to review training and development needs required in the context of the business; Action to assure relevant steps are taken to meet training and development needs; and Evaluation to measure the outcomes of training and development for individuals and the organisation.

Research conducted among recognised Investor in People organisations has shown that 80% have increased levels of customer satisfaction and 70% have improved their competitive edge and productivity. (Source: Building Capability for the 21st century. CREATE 1999).

The Crosby customer is also set to benefit as, according to independent research of Accredited Investors in People companies, 80% have gained increased customer satisfaction as a consequence of the award. In addition the research cites that 70% have also improved their competitive edge and productivity

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