

Graduate Solutions Group – Induction & Development Programmes



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Strategy

Admired Employer Brands develop real competitive advantage

Ensuring a company's Employer Brand is known, recognised and associated with sympathetic values is one of the most important ways to safeguard and develop its competitive advantage.

Learning Dynamics helps leading companies create, develop and communicate their Employer Brands to the graduate recruit market. To explain our approach, LD has developed the Employer Branding model below.

The main premise is that Employer Branding is a systematic and ongoing process, different from recruitment, which is demand-driven. Employer Branding is reputation-led and all steps within the model have to be regarded as such. We are involved with our clients on all or some of the stages:


The Royal Bank of Scotland

Learning Dynamics is a member of the Association of Graduate Recruiters

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Attraction Events

Learning Dynamics is a world leader in creating premier Attraction Events

One of the most effective ways of communicating Employer Brand values with quality graduates is to create or associate your brand with an appropriate Attraction Event.

We create world-class graduate attraction events sponsored by some of the world's leading Employer Brands – built around a business simulation which provides learning and relationship building opportunities for employer and student.

Attraction events like those on the right are a win-win-win situation where:

The graduate learns something valuable

The university faculty can integrate this with course work or ensure that they are improving the employability skills of their graduates

The employer company gets the Opportunity to communicate their Employer Brand values with the graduate over a prolonged period

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University Relationships

University relationships are our key competitive advantage

We develop and maintain relationships with universities across Europe – and soon in Africa. Not only with careers offices, but with Faculty members in the key disciplines sought out by our clients.

Our successful relationships with universities is built on the fact that our Attraction Events are highly-valued by academics and students alike.

Our Graduate Solutions Group Attraction Events team spends a huge amount of time making contact, building and maintaining these relationships. This means that quality participants are identified and attend our Attraction Events.

This is a win-win-win situation for student, university and employer.



Induction

Learning Dynamics runs high-energy induction programmes....

...that develop solid business skills and team-working

Customised induction programmes increase the rate of integration, create a sense of community among graduate trainees, develop key workplace skills and increase retention rates.

Research shows that the first week in an organisation have a major impact on the future careers of graduates. Setting expectations and building a strong sense of identity and purpose are all important in developing a will to succeed and a wish to remain with the organisation.

We work with our clients to design induction programmes that meet their organisational needs. Our induction programmes are highly interactive and require the graduate to contribute as much as the guest speakers and facilitators.

We use business simulations, exercises and other experiential learning techniques to ensure our induction programmes are participative and fun.





Graduate Solutions Group

Graduate Development

We design world-class Graduate Development Programmes that deliver targeted capabilities

Many of our Graduate Development Programmes are based around carefully designed simulations. In fact, Learning Dynamics is a world-leader in simulation-centred learning.

A recent study reported:
"Simulations give in a few days a range of accelerated learning not normally experienced by employees in years of normal work".

Our Graduate Development Programs are developed to enhance the capabilities required by the organisation in the future and help fast-track quality people into key positions in the organisation, e.g. financial directors within 5 years work experience.



Click link to see what participants say:
www.learningdynamics.co.uk/ldfiles/managprog.asp

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