

CSR Policy

Company information

Spark Training was set up in June 2006 and is based in Brighton and London, with a recent expansion to Dubai. Spark Training is a division of Spark MC Ltd. We specialise in training for management, leadership, customer service, sales and negotiation and presentation skills. Our courses are individually tailored to industry specific objectives. Spark Training is committed to training that works. We are interested in all developments in training worldwide and are constantly looking to improve our training offering. We are passionate about course content and accommodating different learning styles using multi experiential learning methods. We care about our clients and our trainers and look to achieve partnerships that go beyond the training remit. We strive to go the extra mile to add value to the training we offer. We demand high standards of ourselves and anyone that works with us and to this end we focus on continual feedback, assessment and improvement. We support anyone connected with us in whatever way we can. Our attention to detail and long term planning are two of our strengths.

Our company values centre on:

- Knowledge
- Innovation
- Generosity
- Fun

We believe that great things can be achieved by understanding, creativity and vision. We believe that Spark has a responsibility to the immediate community because the decisions we make will have a local impact. We also feel that we have a responsibility to the wider global training community.

Our mission is to be at the forefront of training development. We aim to leave a legacy of practical, fast paced training that makes a real difference to the way people work, improving their confidence, competence and productivity. We measure our impact by assessing improvements in employee performance, based on both our clients' feedback and wider company performance statistics.

We aim to turn high performers into exceptional performers.

Workplace

We work with exceptional trainers, who have high standards and a commitment to fast paced, participative, multi experiential learning.

Most of our trainers have senior experience in a specific industry, which helps us to provide high quality training in bespoke markets. We work with trainers who share our values and beliefs. We spend time getting to know our trainers on a business and personal level so that we can understand what type of project will bring out the best in them. We work with ethical people who care about what they do and how their actions affect the environment around them.

We treat our trainers with respect and value their opinions. We ensure that they concentrate on being fresh and focused on the day's training by fully preparing them for each course they run with us, investing time and resources to encourage confident relationships with the client and confidence and passion in the course delivery. We communicate with our trainers regularly, keeping them up to date with potential projects as well as live projects so they have a vested interest in the whole process and feel part of the team.

We support our trainers with detailed feedback and offer them training to keep their own skills and expertise up to date. We also offer them the chance to help develop new courses or to work alongside another trainer working on a different course to help broaden their expertise and keep a fresh perspective.

Similarly we communicate with our clients about the trainer we have in mind for the training project to see if it will be a happy fit of cultures and values. We are an equal opportunity employer.

We recognise, value and respect diversity. We believe our commitment to diversity helps us to enrich what we do and deliver better experiences for our clients, delegates, associates and staff.

We are flexible employers as we believe this allows us the work with the best trainers. For example several of our trainers work part time and nearly all from home. We primarily operate from offices attached to our homes, to minimise our effect on the environment, cut down on travel and wastage and allow for a good work/ life balance. We work ahead of legislation and aspire to best practice in everything we do.

Marketplace

We work with outstanding clients who share our values and passions. Most of our work comes from referrals from satisfied customers and wherever possible we establish a long term working relationship that goes beyond training.

We work with a wide range of clients all of whom have high levels of community involvement such as Relate, Women's Refuge, Channel 4 and Glyndebourne.

We care passionately about our customers. We spend time getting to know their industry, competition, challenges and concerns. We tailor make our courses to suit their current and future real life objectives and we always go the extra mile to add extra value to our training. We encourage honest and ongoing feedback. All of our ongoing training revisits themes/ action plans and we can therefore check if training has had a positive impact. We talk to all the stakeholders involved in the training to find out what is happening – delegates, training buyers and the trainers – both before, immediately after and when the training is embedded and put into practice.

"I was really pleased with the work Spark did with our team. Following the sessions the team improved revenues significantly in a tough marketplace."

Malcolm Stoodley, Sales Director, Future Plc

We choose our partners and suppliers carefully and only work with ethical companies who care about their effect on the world.

We aim to create honest and productive relationships for both parties. We support local businesses and pay our invoices on time.

Spark promotes its values and CSR policy to its customers, partners and suppliers.

Community

We have chosen Relate and Women's Refuge as our Community Partners. Both organisations help people to learn and develop and both organisations care passionately about communication. We have a long term relationship where we act as trustees for Relate and as a coaching partner for Women's Refuge.

Spark is a member of the Business Community Partnership.

Environment

We are committed to identifying, managing, and ultimately reducing our impact on the environment.

Full time staff work from their own offices at home. This use of office space is more environmentally friendly as it doubles up as home and is only using energy when not in use. We hold the majority of our meetings in public spaces, which are mutually geographically convenient, to reduce our carbon footprint.

We use electronic materials wherever possible, for example hand outs via email and direction to further resources via web links as opposed to printed matter.

We try to reduce our carbon footprint by travelling together wherever possible and communicating by phone for course feedback and trainer updates.

We use recyclable materials whenever possible and recycle responsibly.

If you would like to support Spark with its CSR please contact Matthew Jennings at matthew@sparktraining.co.uk or telephone 07792 039265.

We put our CSR policy together with the help of Lorraine Bell at Simply CSR. For more information see www.simplycsr.co.uk.