



achieve
training

BRAND BOOK



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WELCOME TO ACHIEVE TRAINING

This booklet explains what changes we have made to our name, the way we look and feel, and why.

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INTRODUCING ACHIEVE TRAINING

Our training business has changed. We've created a brand-new name and brand identity. Our core purpose hasn't altered – we still offer outstanding training and support services to help people to fulfil their career ambitions – but we are changing the way we want people to see us.

Why have we done this?

We're the region's largest independent apprenticeship provider for young people and we want to remain a leader. The world has changed and our competitors are changing too. We have a new business strategy, a new offer and we want Achieve to be seen as a modern, progressive company. We felt our name no longer represented what we do, and that the colours and style of our old branding was looking tired and out of date.



WHAT IS OUR MESSAGE?

For young people over 16 looking to gain or progress in employment, Achieve Training is the leading learning launchpad for quality inspirational training and opportunities.

That's because we are an award-winning social enterprise with an enabling environment whose main aim is to build better futures. The connections and independence gained from being backed by **we are aspire**, a large community-based group, and the expertise of our experienced colleagues make us supportive and agile; able to form great commercial partnerships.

This results in an inspiring place for young people and employers to mutually benefit, with over 70% of our learners progressing to full-time employment.

HOW DO WE PROJECT OURSELVES?

We want to project ourselves differently from our competitors and, as such, key words at Achieve are: **confidence, intelligence, warmth, people-focused, enjoyable, empowering, open and honest.**

How are we different?

1. We are a life learning launchpad

We have the experience to build better opportunities for future generations through training.

2. We are a rare breed in our area

Our links to our wider organisation enable learners to access more holistic support. This helps business too, with supported, engaged, more independent learners.



3. We turn learners into earners

Our business and social expertise combine to benefit both young people and local business.

4. We are a successful commercially savvy partner

We are a solid, innovative, and ambitious training business established in 1982.

5. We are a profit for purpose organisation

All our profits go back into the local communities we work in.

6. Everyone says they put people first. Our entire business is people first

Our supportive, engaging, and enjoyable environment enables the best chance of success.

7. We will find new ways to great

We are creative, tenacious and adaptable, with an attitude to go all-out to create better futures.

8. We will always do more than 'make do'

Our colleagues come to work to create a positive impact, paving the way for people and businesses to achieve great things.

OUR BRAND ESSENCE

The phrase **'Building Better Opportunities'** sits at the centre of our brand – as the essence of our purpose and style. This is our version of our group's **'Building Better Futures'**. It is based on the fact that creating opportunities, for both business and young people, is specifically our method of building futures.

We do this with our unique mix of putting people first and having a successful business background. It is further enabled by our can-do and caring attitudes. Building better opportunities is broken down into the four aspects that fulfil it.



1. We are enabling and inspiring

We're a 'life launchpad' for young people in a supportive, engaging and enjoyable environment.

2. We are solidly savvy partners

We are a successful, responsible business, ambitiously innovative since 1982.

3. We are innately people-focused

As a profit for purpose business, community and putting people first really do come first with us.

4. We are passionate impact-makers

We have a fiery can-do creative tenacity for positive change, and we will find a way to great.



WHAT DOES ALL THIS MEAN?

Our brand is the sum of all interactions between Achieve and everyone we come into contact with - creating a perception of who we are in individuals' minds. Those perceptions will make people feel a certain way about Achieve.

That's what defines us, and what makes our brand one of our greatest assets.

Our colleagues play a huge part in bringing our brand to life.

We strive to make sure that our personality, values and the way we interact with the world all help steer people towards a positive perception of Achieve.



WHAT DO WE LOOK LIKE?

Our new name is inspirational, and fits perfectly within our wider group, **we are asplre** comprising **Aspire Housing**, **Realise charity** and now **Achieve Training**.



Our new identity is **energetic**, **fresh** and **bold** and portrays our brand essence brilliantly.



CONTACT DETAILS

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