**External Communications for Official Partners**

**Newsletters for Your Clients**

**Skills for Growth – SME Support**

Please copy and paste the following copywriting and links to your mailing system to provide information to your clients about the Skills for Growth – SME Support programme and benefits we can provide as an extension of your existing offer.

**Newsletters**

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| **Copy** | **Links** |
| Dear X,  We are proud to announce that we’ve joined the **#SkillsRevolution**, partnering with Skills for Growth – SME Support to enhance our service to you via their intuitive SME development programme.  Skills for Growth – SME Support is a fully funded skills consultation service with huge benefits for your business including:   * Health and Wellbeing Specialist Support * Apprenticeship Specialist and Levy Matchmaking Application Support * Top-level bespoke Business Diagnostic * Employee-level Skills Development Plans * Exclusive training management portal through GM Skills Map * 100s of Free Bite-Size Training Modules in addition to your existing learning   And more!  Commissioned by the Greater Manchester Combined Authority and funded by the European Social Fund, delivered in partnership between the Greater Manchester Chamber of Commerce and GC Business Growth Hub, Skills for Growth – SME Support has a range of expert-led support available to you and your business now.  To find out more, ask us for a referral or visit [www.skillsforgrowthsme.co.uk](http://www.skillsforgrowthsme.co.uk) . | **Button:** Learn More  **Link:** <https://skillsforgrowthsme.co.uk/?utm_source=DigitalToolkits&utm_medium=ExternalNewsletter&utm_campaign=OfficialPartnerToolkit> |
| Do your employees need a morale boost?  Improve productivity, talent retention and employee engagement with the help of our friends at Skills for Growth – SME Support.  With a dedicated Health and Wellbeing Specialist available to support you at no cost to your business, you could get help to:   * Develop a bespoke Wellness Strategy for your organsation * Improve Productivity, Talent Retention and Company Culture * Access a plethora of Wellness Webinars, Events and Workshops designed for SMEs   Ask us for a referral or find out more at [www.skillsforgrowthsme.co.uk/specialist-services/wellbeing-specialist](http://www.skillsforgrowthsme.co.uk/specialist-services/wellbeing-specialist) . | **Button:** Learn More  **Link:** <https://skillsforgrowthsme.co.uk/specialist-services/wellbeing-specialist/?utm_source=DigitalToolkits&utm_medium=ExternalNewsletter&utm_campaign=OfficialPartnerToolkit> |
| Are you looking to develop your talent and grow your business through Apprenticeships?  89% of businesses say that Apprenticeships helped to improve their product or service, and that’s why we’ve partnered with Skills for Growth – SME Support to bring you a dedicated Apprenticeship Specialist.  Available to you at no cost to your business, you could get help to:   * Identify Apprenticeship Courses and Training Providers to suite your needs * Source Talent for your Apprenticeship Opportunities * Apply for the Levy Matchmaking Service for Funding * Identify Future Apprenticeships that could benefit the development of your organisation   Ask us for a referral or visit [www.skillsforgrowthsme.co.uk/specialist-services/apprenticeship-specialist](http://www.skillsforgrowthsme.co.uk/specialist-services/apprenticeship-specialist) to find out more. | **Button:** Learn More  **Link:** <https://skillsforgrowthsme.co.uk/specialist-services/apprenticeship-specialist/?utm_source=DigitalToolkits&utm_medium=ExternalNewsletter&utm_campaign=OfficialPartnerToolkit> |
| You could get individual support for yourself and your employees to develop your skills, open up strategic career pathways and supercharge productivity with help from our partners at Skills for Growth – SME Support.  They’ll help you:   * Develop a bespoke Skills Productivity Plan (SPP) at top level for your business * Map our Individual Skills Development Plans (ISDPs) for individual employees in your organisation * Run a Business Diagnostic to identify growth opportunities, training providers and courses to suite your needs * Access GM Skills Map portal containing 100s of free bite size training modules * Get support from a Health and Wellbeing Specialist and/or Apprenticeship Specialist   And more!  Ask us for a referral or find out more at [www.skillsforgrowthsme.co.uk](http://www.skillsforgrowthsme.co.uk) . | **Button:** Learn More  **Link:** <https://skillsforgrowthsme.co.uk/?utm_source=DigitalToolkits&utm_medium=ExternalNewsletter&utm_campaign=OfficialPartnerToolkit> |
| Dear X,  Our partners at Skills for Growth – SME Support are here to help you and your business to grow and develop within the X sector.  Click on the attachment to view the Top 3 Fully Funded Training Courses for X sector businesses and how the Skills for Growth – SME Support programme can directly benefit your business.  Ask us for a referral. | **Button:** Read Flyer  **Link:** - link to appropriate sector flyer URL –  **Note that you will find these in your digital toolkit under “Communicating with Clients > Brochures and Flyers > Sector Specific”** |