



EDUCATION ON-DEMAND

LCCI graduates are in hot demand due to the vocational nature of their qualifications says **Nigel Snook**, Chief Executive of Educational Development International.

“Employers are looking for people with knowledge and skills but experience is usually the deciding factor,” asserts Nigel Snook, Chief Executive of UK-based Educational Development International (EDI), which offers highly sought-after vocational LCCI qualifications worldwide.

But as much of a workplace truism as that may be, young people these days are staying in school longer to achieve better and higher qualifications before entering the workforce.

“Everybody wants to be top dog and that means you end up with a lot of people who are highly qualified but with low levels of experience. And employers are frustrated because these people haven’t got the basic skills and are still a little bit wet behind the ears,” explains Snook.

EXPERIENCE OVER ACADEMICS

The upshot of this frustration is that Snook has witnessed how work experience is increasingly overshadowing academic skills in terms of their importance to employers. And this spells good

news for LCCI’s vocational-based qualifications.

“Our qualifications are geared towards the needs of the workplace, and the single biggest reason why they are so well regarded by employers is because of the kind of students they produce. Of course, they incorporate a strong academic core,” says Snook, “but our competitive advantage, and the reason why employers trust LCCI, is that we guarantee practical, relevant and applied qualifications.”

This means that LCCI graduates are work-ready from the moment they start their job, thus eliminating the long and often expensive retraining process that places such a burden on employers. This strong practical foundation is good news for companies that expect immediate returns on their investment in human capital, but it also serves as an excellent starting point for employees with aspirations to further studies, lifelong learning, membership of professional bodies and career enhancements.