**OU & IBM Video Transcript**

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**John Griffin:** The Open University helps us with our overall workforce strategy in terms of our ladder of opportunity for people to progress. We offer apprenticeships from Level 3 to Level 7 which fits our workforce strategy really well as digital skills are ever changing and we're seeing it helps with our motivation and retention of our employees as well. We're able to work with The Open University for those apprentices that are coming into the workforce but also probably more so on those people that have been in the organisation for 10 or 15 years that can now utilise that opportunity to do a Level 6 or a Level 7 apprenticeship which will help them in terms of their career progression as well. Flexibility in education and our learning development is vital for us both for us as a team that are delivering education but also for our learners as well. So, we know that we can't deliver everything face to face so we have to go through a hybrid approach. Whether it's self-learning online or whether it's facilitator-led learning online as well. But the key thing is that those sessions have to be engaging and interactive and we've got the tools and technology, even when it's delivered remotely, to offer that learning and still get the positive results.