

**INITIAL AND CONTINUING EDUCATION AND TRAINING:
AN INVESTMENT THAT PAYS DIVIDENDS**

PROFESSIONALS TRAINING PROFESSIONALS



Imprint

Copyright: © 2008 by BBT Bern
Publisher: Federal Office for Professional Education and Technology (OPET)
Federal Office for Professional Education and Technology, Effingerstrasse 27, CH-3003 Bern,
Tel. +41(0)31 322 21 29, berufsbildung@bbt.admin.ch, www.bbt.admin.ch
Text/Concept: cR Werbeagentur AG, Basel; cR Kommunikation AG, Bern; komma pr, Bern
Graphics: cR Werbeagentur AG, Basel
Photos: Roland Tännler, Zürich; bildhoch2, Liebistorf
Printer: Steudler Press AG, Basel
Languages: E / G / F / I

Source

Page 3: Centre for Research in Economics of Education, University of Bern, 2004
Page 5: SKBF

Address for orders

www.berufsbildungplus.ch/shop



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THE PATH OF THE PROFESSIONALS.

An initiative of the Confederation,
the Cantons and professional organisations

VOCATIONAL EDUCATION AND TRAINING – IT'S WORTH IT.



Vocational and professional education and training is one of the cornerstones of our economy: it enables young people to enter the labour market and produces the qualified workers that keep our country among the world's best.

Highly trained workers have long been a key economic factor for Switzerland. It is thanks to them that we are among the world's leading economic nations. In order to maintain this position, everyone has to play a part: the Confederation, the cantons and we as employers.

Two-thirds of all young people coming out of compulsory education move on to vocational education and training (VET). VET programmes are therefore extremely important. They provide young people with the qualifications they need to find their first jobs and open up a

wide range of career prospects. In addition, professional education and training programmes lead to qualifications that equip students with the kinds of skills needed for demanding specialised and managerial tasks, and which are well regarded in business; the Federal Vocational Baccalaureate (FVB) entitles holders to enrol at a university of applied sciences (UAS).

One of the strengths of VET lies in the combination of theory and practice with most of the training taking place on-site in the workplace. This system ensures that students are equipped with precisely those qualifications needed by business.

An investment in vocational education and training is worthwhile in a number of different ways. By taking the time to train young people and give them the chance to develop their own potential, we ensure that there will be an adequate number of qualified workers in the future. Young people are curious by nature and bring fresh ideas to companies, thereby generating added value even during training.

Let us take responsibility for our future: by investing in vocational education and training, we are investing in our companies and helping to maintain Switzerland's position among the world's leading nations.

Dr. Rudolf Stämpfli
President of Swiss Employer's Association

FIVE GOOD REASONS TO INVEST IN TRAINING.

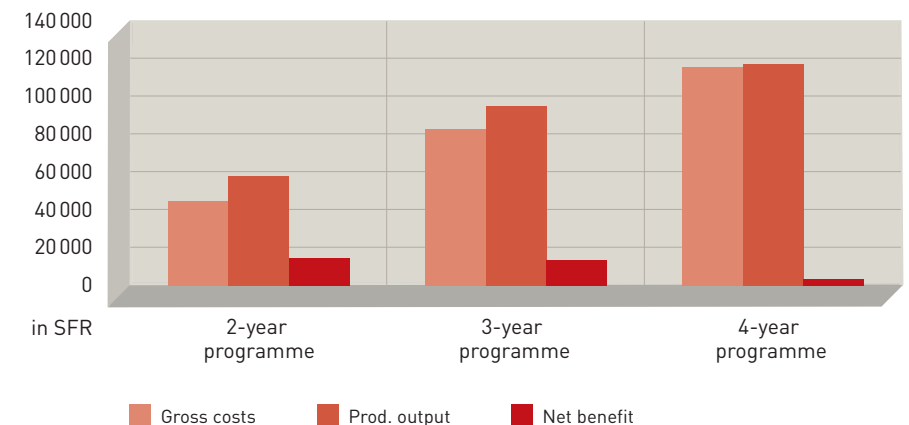
1. Companies that invest in training receive tangible benefits

The productive output generated by trainees working for host companies exceeds the cost of training. This was shown in a study conducted by the University of Bern. Two-thirds of host companies involved in training apprentices reported a direct economic benefit during the training period. For the remainder, the investment proved to be worthwhile if the company continued to employ the apprentice after the completion of training, thereby saving recruitment and orientation costs.

Further training in terms of professional education and training is conducted part-time so that people are able to combine work and study. The strong emphasis that such programmes place on practical aspects offers clear benefits: the newly acquired knowledge and skills flow directly back into the company. Upon completion of the PET programme, your employees will not only have the latest skills, but will also be familiar with the company.

➔ **Invest in your company's future. Invest in training. It's worth it!**

Cost/benefit ratio by programme duration



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2. Companies that invest in training strengthen their image

Companies that take part in VET programmes help young people to enter the labour market and offer them a host of development opportunities. A corporate commitment to training shows a sense of responsibility, which people appreciate and recognise. In addition, companies that invest in training advertise their expertise to customers.

➔ **By providing training, your company enhances its reputation. Make sure your company seizes the opportunity!**

3. Companies that invest in training know the latest trends

Young people know the trends of the young generation. Young people also bring fresh ideas to the company and challenge old habits. Their openness helps them to understand customer needs more easily; their enthusiasm motivates them to take on new challenges.

➔ **By taking on apprentices and trainees, you will know the latest trends. Use this potential!**



4. Companies that invest in training invest in the future

The fast pace of technological change constantly brings new challenges to the economy. Within this context, well-trained employees who can quickly adapt to new developments are a decisive factor for success.

The best way to ensure that your company can continue recruiting highly qualified specialists and managers at all levels of your organisation is to invest in vocational and professional education and training. Today's students become tomorrow's professionals.

➔ **Initial and continuing education and training is not a cost factor. It's an investment!**

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5. Companies that invest in training strengthen the economy and society

Everyone stands to gain from initial and continuing education and training. Companies increase their productivity and obtain distinct competitive advantages; employees are more likely to find a job and have better career prospects; society benefits from corporate innovation and social stability.

➔ **Your company also benefits from a strong economy and a stable environment. Help maintain these favourable conditions!**

The value of further education

Employees	Employers	Society
Greater wages or salary	Increased productivity	Greater productivity leads to higher tax revenues
Guaranteed or better job prospects	Employees more loyal to the company	Lower unemployment (for high-risk groups)
Job security	Company becomes more competitive	Economy becomes more competitive
Greater knowledge and experience		Capacity for innovation

TAKE THIS OPPORTUNITY, INVEST IN TRAINING!

VET and PET programmes offer many opportunities – to your company as well. By investing in your employees' initial and continuing education and training, you are certain to have qualified and skilled personnel. Invest in the future.

Would you like to know more about the wide range of VET and PET programmes available? The following addresses and links will provide you with the information you need.

VET/PET website

Want to gain an overview of the VET/PET system? The VET/PET website contains a brief description of the various offers together with links to more detailed information.

www.berufsbildungplus.ch

Website for occupational, educational and career guidance

Want to know more about initial, higher and continuing education and training? The berufsberatung.ch website serves as a complete platform for all matters relating to choice of occupation; initial, higher and continuing education and training programmes; and career planning. The various occupations and training paths are explained in full detail.

www.berufsberatung.ch

Cantonal VET/PET agencies

Interested in taking on apprentices and/or trainees? Do you have questions about the VET/PET system? Cantonal VET/PET agencies can provide you with personalised assistance and advice.

www.sbbk.ch >

Links > [Berufsbildungsämter](#)

Federal Office for Professional Education and Technology (OPET)

Interested in developments taking place within the VET/PET system? Want to know more about education policy matters? You will find answers and background information on the website of the Federal Office of Professional Education and Technology.

www.bbt.admin.ch

