

# CONNECTING APPRENTICES AND MANAGERS FOR BUSINESS CHANGE

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## SIEMENS

SIEMENS SUBSEA HAS AN ESTABLISHED GLOBAL REPUTATION FOR THE MANUFACTURE AND DELIVERY OF WORLD-CLASS SUBSEA CONNECTOR AND MEASUREMENT TECHNOLOGY. THE ULVERSTON SUBSEA EXCELLENCE CENTRE PRODUCES WORLD-CLASS HIGH INTEGRITY SUBSEA POWER AND DATA CONNECTION SYSTEMS FOR THE OIL AND GAS INDUSTRY.

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## CASE STUDY: SIEMENS SUBSEA



### THE CHALLENGE

Siemens Subsea's Learning and Development Department had successfully led a drive to raise the profile of their apprentice programme and develop their assessment centres. This generated more applicants and improved their selection process. Brathay was approached for the next stage of their strategy to better engage new apprentices from day one, inspire them to take ownership of their workplace learning, drive personal performance and bring to life the organisation's values. To underpin this, they also wanted to transform the managerial approach of cell-managers to better support the apprentices in the workplace and provide a more efficient and effective workflow.

### THE SOLUTION

Brathay developed a three day residential apprentice induction programme focused on developing a practical understanding of Siemens zero harm policy and the company values, greater personal awareness, the ability to work and communicate effectively with others and for their apprentices to have greater self-esteem, confidence and a better understanding of their part in the whole.

In addition, Brathay developed a three day transformational programme for cell-managers to develop awareness, explore new practices and acquire new approaches, skills and behaviours.

### OUTCOMES

The new apprentice intake is engaged, confident and work ready as a result of the Brathay induction and the Siemens Subsea recruitment and assessment process.

The cell-managers have embraced change and developed new skills and behaviours to support the apprentices in the workplace. Workflow is more efficient with a greater understanding of effective practices.

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**"BRATHAY CONTINUES TO BE OUR TRUSTED ADVISOR AND PARTNER OF CHOICE. WHERE SIEMENS SUBSEA IDENTIFIES A NEED, BRATHAY PROVIDES THE CATALYST FOR CHANGE AND THE MEANS TO INTEGRATE THESE CHANGES BACK INTO THE WORKPLACE. THEY HAVE TRANSFORMED THE WAY PEOPLE PERFORM AND WORK WITH EACH OTHER AS WE DEVELOP AND GROW THE BUSINESS."**

**Wayne Singleton**  
Head of Training & Development  
Siemens Subsea

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