

Employer awareness framework matrix for building literacy and numeracy (LN) awareness

Unaware	Aware	Informed	User	Convinced	Ambassador
Employers do not see literacy as an issue or consider it their problem to address.	Companies recognise literacy and numeracy issues but don't grasp the scope of the problem or what possible solutions might be.	Companies can identify literacy and numeracy issues in detail and are considering ways to address these issues and build workplace awareness.	Companies have literacy and numeracy trial programmes in place.	Companies have literacy and numeracy support processes in place that have become part of the workplace's culture and processes.	Companies enthuse about benefits of workplace LN programmes and can support others in their industry to engage.
Visits to employer to build a relationship.		Workplace communication workshops and resources on effective written communication, e.g. (Clear language approaches).		Encourage industry networking that allows employers to share good practice and LN champions to encourage new employers.	
Simple document with definitions of workplace literacy and numeracy, including 'spiky profiles'.		Support to analyse the literacy and numeracy demands of workplace paperwork, including standard operating procedures.			
List of alternative and more accessible phrases about literacy and numeracy to use with employers when talking with them.		Professional development opportunities for in-house trainers/tutors/mentors/assessors/managers etc.			
List of business problems or other issues that might be caused by a lack of literacy and numeracy skills in the workplace.			Company training advisory group set up to monitor progress on project.		
Literacy and numeracy statistics for industry, e.g. the ITF industry profiles tool.			List of suggested ways to celebrate successful gains in workplace literacy and numeracy.		
Visits from ambassador employers or case studies of their successes.			Organised mentoring networks to help trainees/employees keep on track with LN training.		
Literacy and numeracy awareness workshops for workplaces/employers' workshops.					
List of benefits from putting in place literacy and numeracy workplace programmes					
	Assist employers to define their training issues, goals and how they will resolve issues. (Workplace needs analysis)				
	List of things that cause low literacy and numeracy skills.				
	Document on how spot employees with low literacy and numeracy.				
	Literacy and numeracy skill profile for jobs are a useful basis for discussion with employers.				
	List of funding to access for literacy and numeracy programmes outside of industry training.				
	Finding an internal literacy and numeracy champion in the company to drive the project.				
	List of success factors for workplace literacy and numeracy programmes.				
	List of suggestions about how to support employees who have low literacy and numeracy skills.				
	List of barriers in workplaces for literacy and numeracy success and how they could be resolved.				