



May 2002

## Learning at Work with Inkfish

When clients and visitors walked into Inkfish call centres limited on Thursday 16th May they were amazed to see sights they have never seen there before. A guitar ensemble in the Board Room, members of staff in pairs running up and down stairs with stopwatches in Reception, not to mention the group of four who were dribbling footballs around in the car park!

The reason? Inkfish was taking part in national Learning at Work Day 2002.

Learning at Work Day is part of the Campaign for Learning's Adult Learners' Week. The aim is to make learning a part of everyday working life, especially for those employees who do not traditionally benefit from workplace learning. It is important to remember how further enriched our lives can become if we are continually learning new things. We spend a large proportion of our lives at work therefore employers are encouraged to help their staff to achieve these aims. It is never too late to learn.

The Campaign for Learning explores many learning themes including coaching skills, learning from meetings and learning from experience. Inkfish explored the latter, deciding to investigate the fun activities of this theme.

Members of staff, from a variety of departments, were delighted to offer their services to teach colleagues new skills and hobbies during the lunchtime hours of 12 and 2. Sessions included guitar lessons, juggling, PC game tuition, football skills, fitness training and even "improve your pool" classes which took place in the pub next door!

Inkfish call centres limited is a wholly-owned subsidiary of Domestic & General Group PLC who took part in national Learning at Work Day for the first time last year. The event was fully supported by all members of the Inkfish executive team and the activities were enjoyed by all staff from call centre advisors to board directors.

John Fairley, Finance Director, was extremely enthusiastic about the success of the day, having spent his lunch hour taking part in two of the activities. "I was pleased that Inkfish took the decision to participate in national Learning at Work Day for the first time" said John "and it truly was a pleasure to see all levels of staff, side by side, having fun. I myself will be going home tonight having learned a little more about personal fitness and also how to win my next game of pool!" he added smiling.

The Inkfish national Learning at Work Day event was put together by Sharon Chambers and James Spicer from the Marketing team and they were delighted with the results. Sharon is confident that Inkfish' participation in the event is an important step forward to raising the company's profile in the local area. "Working conditions within the call centre industry can often attract criticism" she said. "However, here at Inkfish we have always gone to great lengths to ensure that staff in our call centres find their working environment pleasant, stimulating and fun. We are extremely proud of the reputation we have earned as a "People" company. I hope that local people will hear of the friendly culture we have here and will want to come and join us to see for themselves just what Inkfish as an employer can offer them"