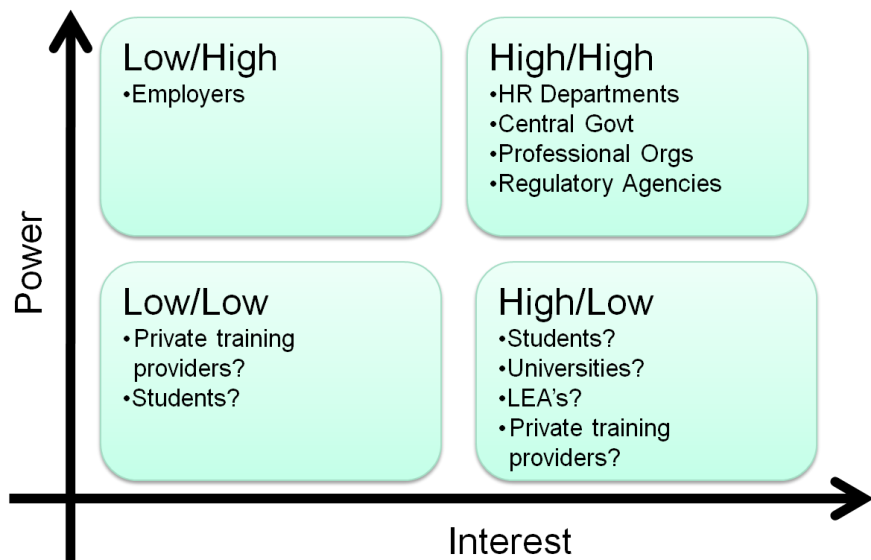


Who Wants It?

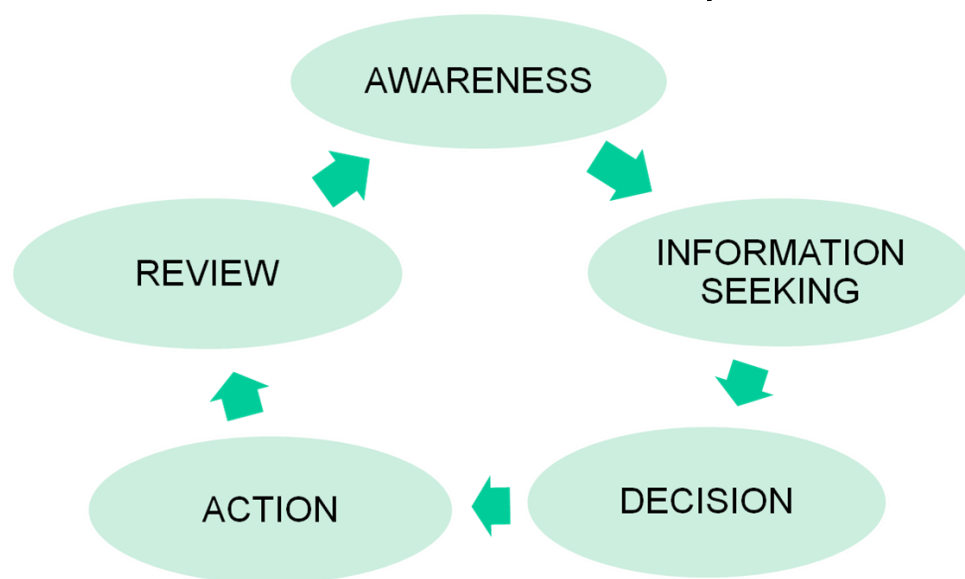


Stakeholder Mapping: Power v Interest

- Employers are the key driver
- They need to move from **Low/High** to **High/High**.

How Ready is the Market?

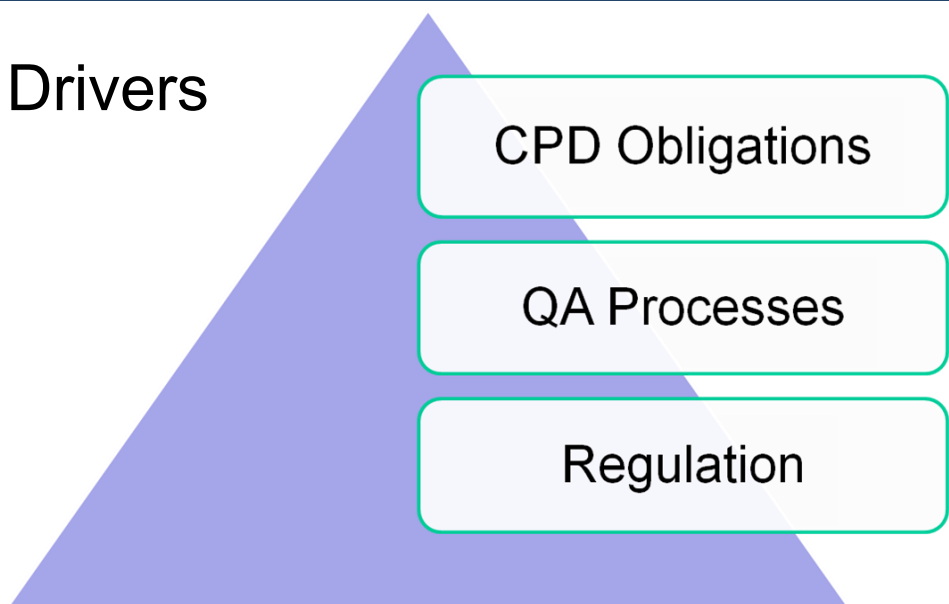
Industrial Awareness and Preparedness



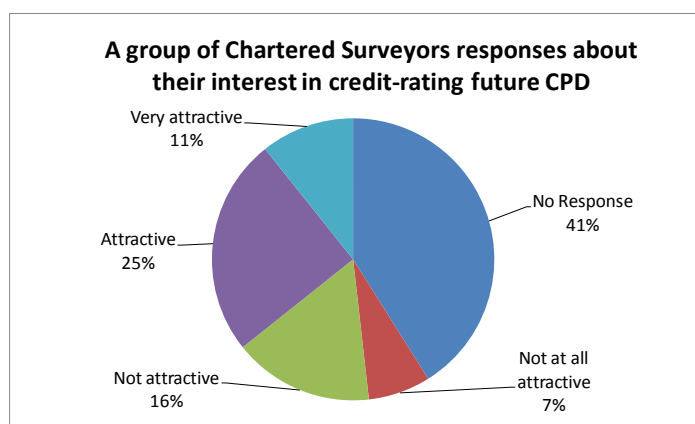
- Awareness is limited
- Need to raise awareness to drive further action.

What Drivers can Raise Awareness?

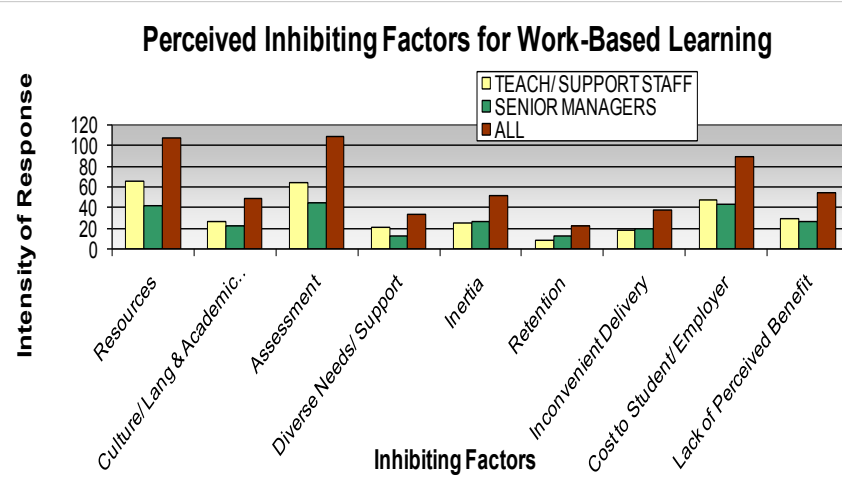
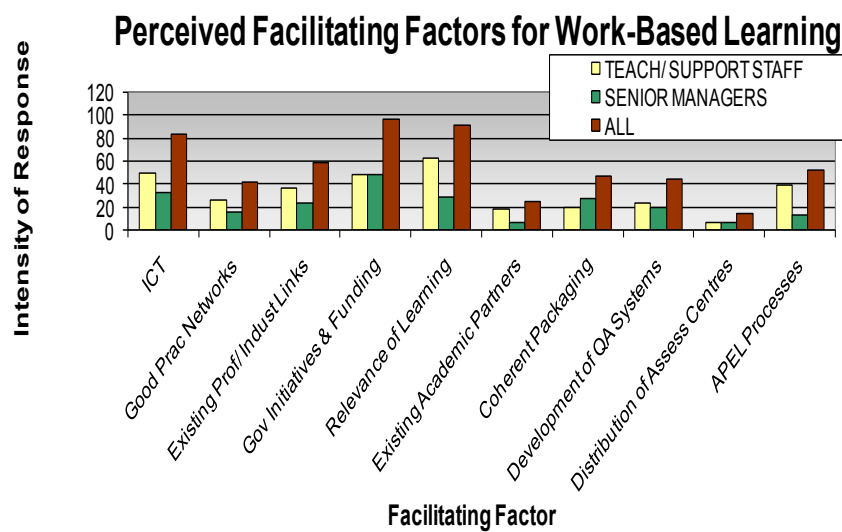
Drivers



- Regulation, eg AMTRA is a strong driver
- QA processes can be a strong driver, eg Management Development Services
- Professional CPD obligations are a weak driver of credit-rated WBL.



Universities Readiness: Forcefield Analysis



- WBL can be facilitated by Government funding, relevant programmes and good ICT
- Assessments, costs and resourcing are all seen as significant issues.

Conclusions

- Regulation and financial support can stimulate demand
- Market awareness, particularly amongst employers, needs to be raised
- Promotion within existing Regulatory, QA and CPD frameworks is therefore important
- Universities need to be adequately resourced and innovative in devising appropriate means of delivery and assessment.