

IMPACT FOR SCALEUPS



UPSKILLED
3,500



TALENT AND SKILLS TRAINED
2,500



INCREASE IN SKILL LEVELS
55% ↑



FRONTLINE STAFF HELPED IN 12 COUNTRIES
40,000

Established in 2012 and now operating in 12 countries, the workforce technology company **Freeformers** is focused on building the digital economy by helping companies to develop the digital skills, behaviours, and talent that they need to be successful. They are making a difference by adopting a dual approach that combines training within companies and external training that prepares young people to make an impact in the workplace.

Freeformers accelerates the growth of the businesses they work with through digital transformation from within by developing digital competence and confidence. This is achieved through the use of a digital competency standard, created by Freeformers, and access to free content on their social learning platform that can benefit any scaleup. This approach sustains self-learning, group-facilitated sessions and peer engagement on a global scale.

DIVERSE DIGITAL TALENT FOR ORGANISATIONS

The **'Freeformers Adopt'** programme transforms a business from within by helping staff develop a digital mindset. Experts carry out a digital skills audit, linking it to the specific challenges of an individual business. **Freeformers** then provides a blend of bespoke coaching, technology and consultancy services. Its **'Pulse Platform'** allows a business or individual to measure the impact of transformation and mindset shift in real-time.

Through its **'one_for1'** programme, Freeformers delivers one free hour of learning

to a young person for every hour of learning it delivers to a company individual. **The Freeformers Academy** injects young, diverse, digital talent into organisations on a structured, one-year programme. The aim is to bring fresh thinking and new perspectives to the host companies, enabling them to overcome inertia and reach the audiences of the future. These young people are supported throughout with a structured training programme that includes 12 months of learning and paid work within an established business.

The Academy has already improved the skills of 3,500 young people through this programme, and is now placing them as change agents inside the companies they are working with.

To date, Freeformers has helped 40,000 frontline staff in 12 countries build confidence in digital skills and has trained 2,000 staff in head office jobs to adopt new ways of working.

FOR FURTHER INFORMATION

For further information about the programme: <http://www.scaleupinstitute.org.uk/scale-up-programmes/>

"I discovered the bridge between different languages – I'm a CEO and I now understand what my CTO is talking about."
PRIYA LAKHANI OBE
CEO, Century Tech

"Freeformers is helping us accelerate our non-digital teams to develop a digital mindset, have a clear process for innovation and understand how our digital products are built to ensure we move at pace."
SEAN CORNWELL
Chief Digital Officer, Travelex

+ CALL TO ACTION

Scaleups can benefit from the work of Freeformers in their current employment base, while at the same time upskilling young people. Further larger corporates can also engage with Freeformers thereby accelerating their 'one_for1' programme. We encourage further collaboration.