

## Opportunity to increase skills

According to research conducted in 2013 by Adcorp Employment Index, employers are increasingly looking to hire employees who already possess the relevant experience. Whilst the definition of 'relevant experience' is a rather grey area, there is no question that a rich partnership exists between education and the skill-set that an individual can offer the employer.



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To better understand this topic and the reasoning behind students and prospective student's eagerness to study further, Regenesys Business School conducted a survey amongst individuals who are already part of the working force to establish the answers to a number of education related matters. One such question asked if South Africans recognised skills-shortage as an issue.

### Desire to improve

"Interestingly, an overwhelming 61% of respondents said they would like to improve upon their current skills-set or gain a new skill-set in 2014. This is a clear indication that there is a desired and recognised need amongst the South African population to become equipped with the necessary skills," says Siegie Brownlee, CEO of Regenesys Business School.

In a survey asking respondents what they considered were the main barriers of furthering their education, respondents listed time (72%), finances (57%), and family responsibilities (22%).

"Unique to Regenesys Business School is the dual accreditation which means that students have a choice to obtain a qualification either through distance/e-learning or contact classes. Students can study any time, anywhere whether it's on their smartphone or tablet," adds Brownlee.

### Competition launched

To combat the plight of the skills shortage and as part of its commitment to continue ensuring access to quality higher education, Regenesys Business School launched its 'Free to Learn' competition in October 2013. Qualifying students stand a chance to win bursaries to the value of R100 000 - enabling them to study and acquire a formal qualification such as a certificate, degree or MBA, which is part of furthering Regenesys' Free Business Education initiative.

"We understand the role skilled employees' play in an organisation competing in this tough economic environment. Regardless of one's location or financial means, everyone should have access to life-long learning and development opportunities. Hence, our mission is to help grow South Africa's pool of skilled employees through education. By growing this pool, businesses can match qualified, suitable candidates to relevant vacancies ensuring business prosperity," concludes Brownlee.

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