



# 03 STRENGTHENING THE WORKFORCE

Danny Sullivan Group, it's not  
Just a Job, it's a career.



### DSG Academy

Providing our people with opportunities to support their growth and development which will contribute to improved workforce performance and responsiveness.



### Worker Wellbeing

A 360 degree approach to worker wellbeing, supported by targeted workplace initiatives and activities.



### Building an Agile Workforce

Embracing technology and giving our workforce the tools they need to adapt to the changing needs of the industry.



### Sustainable Employment

Doing well by doing good. Continual investment in our workforce will make Danny Sullivan Group the employer of choice.



### DELIVERY CAPABILITY

- DSG Academy – always focused on increasing the quality of the end product and service to our customers, our Academy provides continuous learning and development opportunities so that we can improve the experience of our staff and customers. In 2020 alone, over £225,000 was spent on staff training and upskilling.
- Continual investment in our workforce through upskilling and training via the utilisation of the CITB levies.
- Supporting and creating a culture of value and purpose for every employee. Living by our values and supporting our workforce by promoting positive mental health and overall wellbeing.

### MEASURE OF SUCCESS

- An average of £300,000 each year will be allocated to our DSG Academy, offering a wide variety of career development programmes and learning opportunities to our staff.
- Increased resilience across our workforce to adapt to industry needs.
- 1 in every 25 people across the organisation will be a fully trained and qualified a Mental Health First Aider.
- DSG will adopt the SMILE 360 Wellbeing Initiative (Social, Mental, Individual, Living conditions & Economic), which is a holistic approach to worker wellbeing.

