**●** Increases efficiency and productivity: enables the service they provide to be improved.

**●** Ensures that employees have the necessary skills and attributes to carry out their jobs.

**●** Increases the motivation and job satisfaction of staff: Reduced absenteeism and labour turnover.

**●** Can identify employee’s potential to make an even better contribution to the business.

**●** May reduce costs in the long run – accidents, injuries, recruitment costs.

**●** Can make staff more flexible and better able to cope with change.

● Better quality output both in relation to products and service.

**●** Can improve the image of the business.

● Attract good quality people to work for them.