

CLAAS

ACADEMY

Times

Careers for Today and Tomorrow



The CLAAS Academy is never a static entity. By aiming to lead the field and striving to offer the most effective solutions, there is a constant need for ongoing development. This means that we usually aim to offer mixed course content, based on practical activities and tempered by essential classroom-based requirements in order to fully understand the capabilities of the machinery.

Customers have the opportunity to attend our seasonal Operator training days (LEXION; April – July, JAGUAR; February – April, QUADRANT; April) where our instructors will seek to raise everyone's understanding and confidence, such that performance can subsequently be as close as possible to optimal. Dealer staff have access to a nine-month training programme (October – June), which covers the options for professional development within their Parts, Sales, Workshop and Administrative departments.

Incorporated within the dealers' attendance programme are opportunities for staff to attain in-house qualifications and status. Examples of these qualifications are the Master Mechanic (MM) and Master Technician (MT) awards, which recognise workshop staff who have successfully achieved specific criteria. In the case of the MM, this relates to the completion of continuous product training and in the case of the MT includes a full day of rigorous assessment, which seeks to identify those who are able to demonstrate advanced diagnostic skills and understanding.

In short, The CLAAS Academy aims to ensure that everyone associated with CLAAS equipment has access to the necessary training and development opportunities to realise the full potential that these machines are capable of achieving. In order to do this successfully The Academy relies very heavily on feedback from those attending our courses to ensure that we tailor our programmes to achieve maximum effect.

The success of CLAAS today is not taken for granted, but is constantly reviewed with an eye for tomorrow in order to ensure that everyone continues to receive market-leading solutions. The CLAAS Academy strives to be one of the foremost exponents of this ethos. Everyone is welcome to become involved in this process and to contribute to your future development.

John Palmer
Training Manager

CLAAS Training facts

The CLAAS Academy at Saxham was opened in 2003

Last year the Academy:-

- Trained 1,100 combine, JAGUAR forager and QUADRANT baler operators
- Held 1,900 man training days for dealer service personnel
- Ran over 250 technical courses
- Ran over 150 1-day operators courses

CLAAS Apprenticeships

Training the technicians of tomorrow

With modern agriculture increasingly relying on fewer, higher capacity machines, service is the lynchpin of any forward thinking dealership. Farmers and contractors cannot afford to have prime movers standing idle for too long, making the availability of well trained, highly skilled service personnel essential, and often an important consideration in the buying decision.

CLAAS UK established its own Agricultural Technician Apprenticeship scheme five years ago in order to ensure that dealers have access to the skilled technicians that modern agriculture will require in the future.

The CLAAS Apprenticeship scheme is run in conjunction with Writtle College near Chelmsford, with the successful student gaining an NVQ Level 3 for an Agricultural Technician.

In line with the changes within agriculture, for 2006 the Apprentice

scheme has been enhanced, with new modules being incorporated and a greater focus being made on electronics to reflect new developments.

Over the duration of the four-year programme students will attend set block periods staying at Writtle College. In addition to gaining experience working with their sponsoring dealers, the students also spend time at the CLAAS UK headquarters at Saxham undertaking specific product training. In year three, this is followed with training at the CLAAS headquarters at Harsewinkel in Germany before spending three months working in either Australia or New Zealand during their final year.

Whilst at Writtle the students will have the added benefit of being able to take advantage of everything this well respected college has to offer, from addressing any key-skill weaknesses to enjoying the excellent sporting and social facilities.

New CLAAS Apprentice Intake

September 2005 saw the arrival of eight new students joining the CLAAS UK Agricultural Technician Apprenticeship scheme, with students coming from across the UK, but most notably from Southern Harvesters who have been one of the most supportive dealers with a total of seven students currently participating in the scheme.

"If we can attract students into the industry straight from school and give them a good basic grounding to a nationally accepted standard, not only is there a benefit to the company, as hopefully there will be a better chance of them wanting to stay and wanting to make it a career, but there is also a benefit to the individual as it will help them develop their social skills," comments William Helen, Commercial Manager for Southern Harvesters and who previously taught engineering at Sparsholt College.

"It's encouraging that we have had more applicants than ever this year. We work with local schools and provide two-week practical placements for those interested in engineering, which helps us identify early those who might be suitable."

"The benefit of an apprenticeship scheme such as this is that it provides a consistent high level of training across all dealerships, which may not



be available from local colleges. It is also worth noting that as an agricultural engineering apprentice, the student gets far wider experience of things like fabrication, hydraulics and transmissions than they would if they did any other service engineering apprenticeship. In automotive engineering you don't generally get that breadth of knowledge."

CLAAS Graduation



The first group to complete their four-year CLAAS Agricultural Technician Apprenticeship recently received their graduation certificates from CLAAS UK Chairman Clive Last

Jon Gowing (left) served his apprenticeship with Manns Halesworth, and in completing the course has realised the first step in his long held ambition to be a service engineer.

Dale Nicholls (centre left) works for Southern Harvesters, who have been keen supporters of the CLAAS Apprenticeship scheme and currently have seven students on the course.

Chris Butland (right) works for south-west independent CLAAS dealer Hamblys. Chris is a keen Young Farmer and will be able to put his new-found knowledge to great use with his hobby of restoring vintage tractors.

Speaking at the ceremony, Clive Last in congratulating the three graduates, said that by working within an organisation such as CLAAS, there was the opportunity to develop further and the opportunity to progress through the company should they wish. He highlighted the fact that within the current senior management of CLAAS UK there were those who had started their careers serving engineering apprenticeships.

On-Going Training

Ongoing training

Ongoing training is essential if dealer technicians are to continue to provide the high level of service customers expect, and during 2005 CLAAS UK ran over 1,900 man training days covering 250 technical courses for dealer personnel.

Having completed their apprenticeship, the technician has the option after four years experience to gain one or more Master Mechanic certificates for combines, foragers, balers, telehandlers or tractors. This requires them over that period to attend a stipulated number of training courses for the product group and successfully pass the assessment at the end of each course.

The Master Technician qualification is open to those who have been recognised as a Master Mechanic in one or more categories. To achieve this higher status, in addition to an assessment from senior managers, the candidate has to achieve at least a 70% pass in both a theoretical and practical test each lasting half a day, which so far 29%



A group of Master Mechanics who qualified last year visiting the Technoparc in Harsewinkel. The group presented co-ordinator Manuela Spitzer with some flowers in thanks for arranging their trip.

of candidates have passed. The theoretical written test covers systems and functions on machines, whilst the practical test requires the candidate to diagnose demanding faults introduced into machines and then to explain the processes they used to identify the fault. Having achieved this level, the candidate will then have to pass a similar test every year to re-qualify.

Higher Education

New engineering Scholarship



Sylvia Looks (CLAAS Foundation co-ordinator) congratulates John Butterly on being awarded the first CLAAS Agricultural Engineering Scholarship. With them are Professor Wynne Jones of Harper Adams University College and Trevor Tyrrell of CLAAS UK.

Agricultural Engineering or Agricultural Engineering Marketing & Management at Harper Adams University College.

The first CLAAS Scholarship has been awarded to John Butterly, whose family farm near Drogheda in Ireland. John is in his first year and is studying for a B.Eng. Hons. degree in Agricultural Engineering.

The Scholarship covers the successful student's fees for the whole of their four-year degree at Harper Adams, where it is also expected that the CLAAS Scholar will work as an ambassador for the company. During that time they will also be offered a summer placement with CLAAS UK, and a one-year sandwich placement at the CLAAS Group headquarters at Harsewinkel. On completion of their degree, the successful Scholar will be offered a position with either the CLAAS Group or CLAAS UK.

With demand for engineers currently exceeding the number of graduates, the past five years have seen numbers enrolling for the engineering degree courses at HAUC rise by around 10% per annum. In selecting a Scholar, CLAAS not only took into consideration the applicant's academic background, but also their character, skills and enthusiasm for agricultural engineering.

Whilst the CLAAS Apprenticeship scheme and ongoing training meet the immediate service needs of farmers today, CLAAS recognise that it is also important to develop the skills needed to design and develop the machinery of tomorrow.

The CLAAS Group currently has engineering centres in America, Russia, India, Hungary, France and Germany and as a manufacturer developing new machinery for a World-wide market, Helmut Claas has recognised the need to encourage a wider spread of international engineers, especially in the area of field testing.

In seeking to establish a more diverse international community of young engineers who speak a universal language, such as English, Helmut Claas has been instrumental in the establishment of the new CLAAS Scholarship for first year Agricultural Engineering degree course students at Harper Adams University College, which is the only UK University to offer an agricultural engineering degree with honours.

Over each of the next three years, the CLAAS Group will award one CLAAS Scholarship to a first year Engineering student studying

Peter Buttmer, who is currently in the middle of a B.Sc (Hons) Agricultural Engineering Degree at Harper Adams, recently spent six months Commercial Work Experience with CLAAS UK Distributor, A T Oliver & Sons Limited, based at their Wandon End, Luton depot.

Peter is shown here in front of Oliver's CLAAS 697 ARES Demonstration Tractor holding the Bedfordshire Y.F.C. Exhibitors Ploughing Trophy, which he won at this year's Bedfordshire Y.F.C. Ploughing Match while demonstrating for Olivers.



CLAAS wins training recognition



Last autumn, CLAAS was awarded £10,000 after being crowned the East of England's best large sized employer for practical learning.

CLAAS UK was awarded the honour after winning the regional heats of the Edge Employer Award - a national initiative backed by Jamie Oliver and Simon Woodroffe (founder of Yo! Sushi), to recognise the best employers in England offering practical learning opportunities to 14-25 year-olds.

"We are delighted to have won an Edge Employer Award," said John Palmer, Training Manager at CLAAS UK. "To

ensure we develop competent and confident employees, CLAAS UK has found that there is no substitute for providing practical training sessions with which to build skills and experience. We are really pleased that our commitment to practical learning has been recognised with this award."

"Congratulations to CLAAS UK for winning an Edge Employer Award. Most people really discover what they love and what they're good at by actually doing it. It is great that CLAAS UK is committed to giving young people these opportunities," commented Simon Woodroffe.

Jamie Oliver, a supporter of the Edge Employer Awards said: "The Edge Employer Awards is a brilliant competition and the winning organisations are doing an outstanding job, I hope other organisations will be inspired to follow in their footsteps."

CLAAS training goes regional

Appreciating the fact that travelling to Suffolk to attend centralised training courses at Saxham is not ideal for those in the west and north of the UK, CLAAS is going to them.

CLAAS has entered into partnership agreements with Barony College in Dumfriesshire and Hartpury College near Gloucester, that will enable them to use the college sites for regional dealer and customer training.

"These agreements mean that we will be able to offer short one to two day courses at a more local venue, and so provide those attending a

more convenient option than having to travel all the way across to Suffolk," explains John Palmer, training manager for CLAAS UK. "By literally going the 'extra mile' to offer our customers more localised training, this highlights one of the facets of our provision that distinguishes us from our competitors who generally run centralised courses."

The two colleges will be mainly used for dealer staff training, although LEXION combine operator training will also be offered at Barony College.

German exchange



Following a successful trial last autumn, a new Apprentice Exchange with factory apprentices from Harsewinkel in Germany will provide them with the opportunity to see CLAAS machinery in the field and learn about the dealer side of the business.

INTERESTED IN A CAREER WITH CLAAS?

For further information on agricultural career opportunities with CLAAS UK, please complete and return this form to the address below.

I am interested in: The CLAAS Agricultural Technician Apprenticeship Graduate opportunities Other opportunities

Name:

Address:

Post Code:

Telephone:

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