

Releasing the full WorldSkills potential



world**skills**
international

Welcome to WorldSkills 2007 Shizuoka

On behalf of the Executive Board, the Secretariat and the whole WorldSkills International organisation I welcome you to WorldSkills Shizuoka 2007.

WorldSkills International (WSI) has experienced dramatic and exciting growth in the last two years with 9 new Member countries and 5 new global sponsors plus just less than 30% growth in the number of competitors and experts participating in WSC2007. This growth provides both challenges and opportunities. With strong leadership and active participation, we can all benefit and focus on the opportunities.

WorldSkills 56 year history of world class standards testing in a full range of manufacturing, construction, technology and service sector skills makes it both the meeting and take off point for the best of the best of young skilled professionals as they emerge each year from some 46 training systems around the world to take up their place in the global economy as well as becoming role models for those who aspire to follow in their footsteps.

WorldSkills International's number one objective this year is to ensure that the Shizuoka Competition is the best ever building on from the fantastic event in Helsinki, Finland 2005. Alongside this we have many initiatives and strategic objectives to focus on and continue to develop and deliver: WorldSkills Champions on the World Stage, WorldSkills Portal, WorldSkills Champions Exchange, WorldSkills Youth Forum, and increased media engagement, to name a few.

Just recently I was reading an interview of an employer of one of the 830 young people who will be competing in Shizuoka. Asked what the benefit of WorldSkills was for the young person from his perspective, the employer said, "It's opened up his eyes to something beyond the workshop. It's captured his interest and enthusiasm and is character building. If he didn't have this he wouldn't be channelling so much of his energy into his trade. He's like a sponge at the moment and it

Executive Board

Back row:
Terry Cooke
Laurent Thibault
Yoo Bae Kim
Veijo Hintsanen
Yoshika Okubo

Front row:
Marie-Thérèse Geffroy
Jack Dusseldorp
Liam Corcoran



has stimulated his mind to think about a broad range of knowledge to do with his work. This learning and bringing out the best in himself is important for him and our business. I'd like to go to Japan and support him."

Apart from the small number of paid employees of WorldSkills International and our Member organizations, most of us participate in WorldSkills not because it is something we have to do, but because of the passion that we share for the WorldSkills vision. The vision that I've always had and that I know you share is that WorldSkills has a larger purpose that transcends the mechanics of the Competition or any specific skill category or related activity. Together we seek to enrich the lives of growing numbers of young people and also enable the professionals and experts in the world of skills to grow through international cooperation and collaboration.

I would like to steal a line from the inaugural Youth Forum report to the WorldSkills Organisation – "Just the beginning". While WorldSkills International has been in existence since 1950, we truly believe the best is still to come - WSC2007 is "Just the beginning".

Jack Dusseldorp
President



Attendees of the Lostorf meeting, July 2007

Action Plan - Releasing the full WorldSkills potential

Since the Helsinki Competition in 2005, there have been many very significant developments in WorldSkills International, to the point where it became clear that the previous strategic planning documents guiding the organisation needed to be updated and brought together in a single integrated action plan.

Accordingly, the Executive Board began the process of outlining a revised strategic direction for WSI for the period 2008 - 2011. This incorporated the objectives which were agreed to between WSI and the Calgary 2009 and London 2011 Organising Committees. The overarching goal of this agreement (which has been coined "WorldSkills Champions on the World Stage") is to provide competitors with an optimum environment to do their best work while making the competitions more attractive to media and visitors.

Following the Executive Board's basic philosophy of openness and participation by the Members, the various elements of a new strategic direction have

been explored and debated in the Strategy Committee, Technical Committee, Technical Working Groups, Youth Forum, Chief Experts meeting and numerous ad hoc meetings with delegates and experts.

The Action Plan coordinates and concentrates on branding and media relations, improving the Competitions, growing the WorldSkills International organisation, continuing to actively involve youth, challenging the skills to help combat the global environmental issues and utilizing information technology and the Internet to the fullest.

The Strategy Committee will add the finishing touches to the Action Plan in Shizuoka and it will be ratified by the General Assembly

This will be an exciting and rewarding journey for everyone involved and will result in our experts and competitors being where they belong – WorldSkills Champions on the World Stage!



WorldSkills Champions on the World Stage

Strategic Plan 2008-2011

We have a shared commitment to fulfil the WorldSkills Mission by capitalising on the opportunity of two future hosts (WS Calgary 2009, WS London 2011) and WSI working collaboratively to place the WorldSkills Champions on the World Stage by 2009.

Our overarching goal is transparency and fairness to provide competitors with an environment that will enable them to do their best work while making the competition more attractive to media and visitors. To achieve this goal; we will:

- > Re-focus and support the role of the experts to create the optimum competition environment
- > Establishing & reinforcing relationships between the key stakeholders before, during and after the Competition

- > Deliver open and timely reporting, including competitors relative performance on a continuous basis during the Competition, deliver open and timely reporting, including competitors' relative performance on a continuous basis during the Competition
- > Review the competitions and, when necessary re-design to encompass global standards and economic relevance
- > Provide information and interactive and participatory activities that will attract and engage visitors
- > Create an integrated 6 day WorldSkills Experience which incorporates the competitions (4 days); associated activities and opening & closing ceremonies.

Chief Experts Meeting, July 2007, Lostorf, Switzerland

In July, 2007 WorldSkills International took a giant step forward in its development and brought all Chief Experts from our 47 skill categories together to meet with the Board, the Secretariat, a Board Working Group and a Technical Working Group to discuss, share ideas and develop action steps to work together to achieve organisation goals and competition improvements.

The meeting was an outstanding success as the Chief Experts could listen and discuss the vision for the future of the organisation and WSI could listen and discuss the many and various aspects of our skill competitions.

The feedback showed that the Chief Experts fully supported the vision and objectives and were committed to supporting it and helping achieve it.

Everyone agreed that it would have been wonderful if all experts could have joined us but unfortunately this was financially impossible. Therefore the Chief Experts, the Delegates, the Board and the Secretariat will take responsibility to share and discuss the future and what needs to happen in each skill category to achieve our overall objectives.

At the request of Chief Experts, WorldSkills International will provide a "WorldSkills Champions on the World Stage Support Team" in Shizuoka. The team will consist of Board members and Delegates who were instrumental in the development and defining of the Action Plan and who were present at the Lostorf meeting. The team will be available to meet with experts and share the vision and answer questions.

WorldSkills Leaders Forum

The WorldSkills Leaders Forum (WSLF) is the opportunity to meet and network with other influential stakeholders involved in the promotion and development of vocational education and training throughout the world. This event changes slightly from year to year. During the WorldSkills Competition the WSLF is integrated into the overall WorldSkills Experience which includes other events like the Global Skills Village and the VIP Experience program. During alternate years, the WSLF is held in conjunction with the General Assembly.

For more information please visit: www.worldskillsleadersforum.com.



WorldSkills Youth Forum

The WorldSkills Youth Forum (WSYF) is an event to gather former WorldSkills Competitors together realising that they have a lot to contribute to the organisation. By encouraging former competitors to provide feedback and suggestions, WorldSkills International hopes to improve the communications with youth of the world.

The WSYF aims to facilitate participants to exchange views and perspectives about WSI and to generate ideas and recommendations namely for the purpose of:

- > Improving the communication of WSI to the general public and between young participants before, during and after the international competition
- > Exchange views and ideas on how a Competitors Village at the WorldSkills Competition can be organised to make the most of every opportunity for greater interaction and exchange between competitors.
- > Gathering a youth's perspective on the outcomes of the previous WorldSkills Competitions' strategic reviews and ideas for improving the Competition in the future

For more information please visit
www.worldskillsyouthforum.com



A New Look at Skills

A leading the world in skills development and training solutions

Up Close & Personal

Acquaintance with the WorldSkills movement through the eyes of its members and the world's leading experts

Staying Connected

Stay in touch with the WorldSkills movement through the eyes of its members and the world's leading experts

Seal of Approval

A leading the world in skills development and training solutions



It's a world of skills.

Without skills, a vision remains a vision. Get the world's most innovative minds together. WorldSkills Champions. Join the world's leading experts in the WorldSkills movement. www.worldskillsportal.com

WorldSkills Portal

The WorldSkills Portal is a centralised website to show the true impact of the WorldSkills movement. The WorldSkills Portal is initiating the global networking community for youth meeting employers and the public learning about skills.

The WorldSkills Portal is designed to be an interactive, informative, multi-lingual, multi-regional and international website. It contains pages from around the world of past skills competitors experiences, success stories, as well as key officials that are endorsing the WorldSkills movement. It will be an informative website that will also describe and explain the different skill categories to the viewer.

For more information please visit: www.worldskillsportal.com

WorldSkills Champions Exchange

The WorldSkills Champions Exchange is a first-class skills exchange program that offers high quality placements for world-class skilled professionals.

Through the Exchange, WorldSkills International is offering former WorldSkills Competition Competitors the chance to learn more about their skill on a global scale, whilst being mentored by a WorldSkills endorsed employer, for 6–18 months in another Member country/region.

Whilst giving Champions exposure to a global skills environment, the WorldSkills Champions Exchange provides Host Companies with the opportunity to learn from the international experience of the champion undertaking an exchange in their workplace.

For more information please visit: www.worldskillschampions.com



VIP Experience program

The VIP Experience program is designed to bring leaders together for a productive, informative and eye-opening experience during the WorldSkills Competition.

The VIP Experience program includes the WorldSkills Leaders Forum, featuring senior industry speakers, and many opportunities to network with people from companies, governments and educational institutions who participate in WorldSkills International's global network.

The goal of the VIP Experience is to ensure that every VIP who participates walks away with full understanding of the WorldSkills movement has gained valuable knowledge and having had the chance to interact with other leaders and to have increased their global network.

WorldSkills VIP Experience
NOVEMBER 14TH - 18TH, 2007



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