



Managers of the future...

First Line Management Development Programme for DHL Supply Chain

CASE STUDY





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DHL, one of the world's foremost freight forwarding, warehousing, distribution and supply chain management companies, have a on-going demand for First Line Managers (FLMs) to manage operational teams within warehouse operations for major organisations in the private and public sectors. Six years ago they created the Head Start Programme, which became the springboard for many DHL colleagues to move up the promotion ladder throughout the business.

In late 2009 the DHL L&D team decided it was time to review the Programme and raise the bar in terms of the depth of learning and the level of qualification to be awarded on completion of the Programme. After a nationwide search and an open tender process, TFA were selected to re-write the Programme and to bring fresh thinking to workshop delivery, how application of learning was tested and the level of qualification successful delegates would receive.

Working closely with the Chartered Institute of Logistics (CILT) and the NVQ provider, TFA created a bespoke blended solution made up of a launch event and seven distinct modules that culminate in an award ceremony.

THE HEAD START PROGRAMME

- Launch Event - one-day event that provides an overview of the Programme and introduces the TFA & DHL L&D teams, the CILT, the NVQ provider, and importantly to each other.

- Module 1 - The Fundamentals of Management - self-study, two-day workshop and assessed assignment
- Module 2 - People Skills - self-study, two-day workshop and assessed assignment
- Module 3 - Operations - self-study and assessed assignment
- Module 4 - Leadership & Team Building - three-day experiential course
- Module 5 - Financial & Commercial Awareness - self-study, two-day workshop and assessed assignment
- Module 6 - Creating a customer Centric Team - self-study, one-day workshop and assessed assignment
- Module 7 - Programme Review, Graduation and Award Ceremony

MEASURING SUCCESS

Such was the success of the 2010-2011 Programme that all 28 Head Starters were awarded their CILT and NVQ Level 3 qualifications. In addition, currently 26 of the Head Starters have been appointed to first line management roles and the remaining two have been short-listed for promotions and are awaiting decisions.

ONGOING SUCCESS

As a result of the success of the 2010-2011 Programme, TFA were not only awarded the 2011-2012 Programme but were also asked to design and deliver the Assessment Centre to identify future Head Starters.



TQ were awarded a programme called Head Start, a 12 month blended approach for First Level Managers. This programme is highly thought of within the UK business and produces great results along with very good managers of the future.

Jason Smart
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