

Modular development for Managers...

Extending the skills, knowledge, attitude and behaviours of Managers to enhance capability and drive performance improvement within Monsoon Accessorize





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With approximately 180 Level 3 Managers across Head Office, Retail, Distribution and International, Monsoon Accessorize (MA) was launching a brand new development offer to impact the delivery of the departmental and business strategy and support the delivery of financial targets.

The development offer was to consist of a blend of face-to-face workshops, Development Discussion Groups, and Line Manager Coaching and, in order to launch within a two-month window, MA was seeking an external partner to translate their thinking into professional, creative and effective training interventions, supported by clear and robust instructional design so that internal trainers could use the materials to deliver training consistently in the future.

MEASURING SUCCESS

The primary measures of success were divided into two areas:

1. Achievement of personal development and business objectives agreed in individual PDRs
2. Programme/workshop evaluation through delegate feedback and line manager feedback post-learning

In addition to these formal measures, MA was also seeking evidence of improved Manager engagement, job satisfaction and retention.

THE TFA APPROACH

TFA was invited to develop the range of one and two day workshops that would either be combined to form a structured development programme across a 12 month period, or delivered independently using a 'pick 'n' mix' approach in line with individual requirements identified through the PDR process.

TFA recognised that the style and content of

Workshops needed to appeal to both creative/emotional delegates wanting hard-hitting stretching content, through to very practical and down-to-earth delegates wanting clear direction and support.

Additionally, in order to be effective, theory could be introduced, but the real focus needed to be on how the theory translated to the workplace, providing signposts to further information/material for those delegates who had an appetite for exploring the concepts further.

Following a period of research and familiarisation within the business, the Modules listed below were agreed and developed to meet the full range of management competencies and behaviours within MA:

- Impact and Influence
- Leading Customer Excellence
- Understanding Business Strategy
- Finance for Non-Financial Managers
- Coaching and Developing Others
- Leading People through Change
- Creativity and Innovation
- Team Building Development
- Advanced Presentation Skills
- High Performance Management

Once the Modules were signed-off with flying colours by MA, TFA delivered a Train-the-Trainer event to an internal team of MA resource, ensuring they were familiar with the structure and content of the material and confident and competent to deliver it in the high-impact style intended.



It was clear right from the initial conversation with TFA that they had really listened to what we wanted; were able to add a measure of their own expertise and then come up with something that felt right for our business and our people.