



Recipe for success...

Catering Assistants Training for The National Trust

CASE STUDY





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Following on from the success of the 'What's in Store' Toolkit for retail shop staff, designed by TFA, The National Trust again asked TFA to help them build a solution that would improve inductions, explain routine catering operations, and reinforce customer service excellence.

With pressure to implement training without any impact on normal catering operations, it was clear that any solution needed to be delivered in the catering unit, driven by the trainees, monitored by the Catering Managers and supported by the Catering Operations Managers (COMs).

MEASURING SUCCESS

In order to provide a focus for the training, it was agreed that what needed to be different as a result of the training was improved feedback from customers, an increased level of competence in the Catering Assistants and consistent compliance with catering standards.

THE TFA APPROACH

Following a number of site visits and conversations with both COMs and catering unit teams, TFA developed a suite of 'Recipe for Success' materials adopting a learning block approach with a Learner and Trainer Guide.

- A Learning Pack for team members - 70% Self-Driven, 20% Coached, 10% Tested and Signed-off by the Catering Manager.
- A supplementary 'Trainer's Pack or coaching guide to support managers through the journey and to outline their role within it, including key 'sign-off' points.

The materials were launched to the COMs in May 2010 to enable the cascade of the key messages to Catering Managers and implementation in all units.

ONGOING SUCCESS

Due to the success of the initiative, TFA have subsequently:

- Designed and delivered more intensive Visual Merchandising workshops ('We Proudly Present') for Shop Managers to help them use their own creative talents to implement revised brand standards following a brand refresh exercise.



TFA were experts in bringing ideas to life and really wanted to help us create learning activities that would be embedded skills quickly. Throughout the project rapport was developed which helped to build confidence and trust throughout. They listened, simplified the messages, captured the essence of what we were trying to achieve and came up with a solution that was 100% spot on and really hit the mark. I would have no hesitation in recommending them to other organisations.