# Brook Corporate Developments – Empowering Leaders

| Title of Proposed Programme | Giving Your Business Strategic Direction |
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| Programme Content | This is a systemised facilitated approach to developing a business growth strategy in a strongly participative way using visual planning tools.<br><br>The result will be a 'visual strategy', which can be shared with the workforce and stakeholders, underpinned by a robust implementation plan with key targets and delegated actions.<br><br>Elements of activity will include:<br><br>**Business Visioning**<br>• Establishing the start point for your journey, content will include:<br>• Current business position<br>• Stakeholders requirements<br>• Resources and capability<br>• Markets and competition<br>• Financial needs and resources<br>**Compass' strategic development plan**<br><br>Using a 'compass' visual planning template to develop a forward plan for the business.<br><br>Content will include:<br>• Establishing the 'vectors for success'<br>• Determining the start points for the influencing vectors<br>• Measurable strategic targets<br>• Tasks to make it happen<br>**Route Planner**<br><br>A simple plan to make sure your journey will succeed, content will include:<br>• Prioritising the 'game changing' components<br>• Breaking these down into clear 'do-able' tasks<br>• Assigning owners to the tasks<br>• Setting measures of success and timeframes<br>• Consolidating these into a clear visual delivery plan<br>• Establishing methodology to keep moving on the journey<br>**Action planning**<br><br>Breaking down each of the 'route planner' tasks into a team responsibility to give ownership and involvement beyond the top team.<br><br>Content will include:<br>• Establishing individual component delivery action plans<br>• Supporting 'action owners' to lead and deliver |

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| | **Guiding the Team on the Journey**<br><br>Facilitation to make sure that you keep on track for the rest of your growth journey.<br><br>Content will include;<br>• Periodic check to see if you are on target<br>• Help to overcome blocking factors. |
| **Course delivery method** | **Employer Premises**<br><br>The training will be delivered on the business premises.<br>The support will, where required be specifically tailored to the business but also, by virtue of individual participant assessment to the individuals within the group and will also contain elements of one to one support to respond to individual's skills gaps.<br><br>The support will thus be delivered both in small group format but will be augmented by one to one session's tailored to cover specific individual needs and potential individual competency gaps.<br><br>The training content will be bespoke and specific to this organisation's requirements.<br><br>An integral part of the training and skills development will be one of 'experiential learning' by virtue of real, in the business project-based activity. |
| **Duration** | This course is available at four levels of content and duration according to business and participant need:<br>Foundation  3 days learning<br>Higher  9 days learning<br>Advanced  18 days learning<br>Intensive  30 days learning<br><br>It is expected dependent upon learning level, delivery duration will be between one and five months |
| **What are the perceived business benefits of the proposed training and what are the outcomes for the business** | The work will establish a consensus strategic growth plan for the business and give support to the business in the implementation of this growth plan in a practical hands on way to yield real benefit in overcoming any obstacles to growth, achieving measurable business growth and profitability. |
| **Target group of participants/Who should attend** | The target group of participants are all business leaders and managers who are involved in developing, implementing and realising business strategic growth plans. |

| Is there opportunity for delivery to be flexible dependent upon the needs of individual learner/employer | Further content will also be included and delivered progressively using feedback from the learners, and their developing understanding. This will include specific assignments drawn from and adding benefit to their organisation and further one- to -one learning content informed by any knowledge gaps or weaknesses in knowledge of any individuals in the cohort. |
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| Title of Proposed Programme | Materials Requirements Planning |
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| Programme Content | This is a bespoke training support course with content informed by discussion and competency analysis of business and participants. |
| | The content will introduce learners to what MRP really means and then develop an understanding of the components of an MRP system and how implementation will add competitive advantage to a business by ensuring orders, stock levels and scheduling can be effectively controlled  giving competitive advantage and control of stock levels hence working capital |
| | Content will include: |
| | **MRP Inputs**<br>• Bill of Materials<br>• Master Production Schedule<br>• Inventory records |
| | **MRP Processing**<br>• Gross requirements for materials<br>• Net Requirements for materials<br>• Planned Order Schedules |
| | **MRP Reporting**<br>• Performance control Reports<br>• Stock analysis<br>• Future Inventory Requirements<br>• Exception reporting |
| | **Benefits and drawbacks of MRP**<br>• Importance of accurate inputs<br>• Gaining staff 'buy in' and training<br>• Improving 'on time delivery'<br>• Reduction of stocks and working capital |
| | **MRP 2**<br>• Understanding Manufacturing Resources Planning<br>• Relationship between MRP and MRP2 |
| Course delivery method | **Employer Premises** |

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| **Duration** | This course is available at four levels of content and duration according to business and participant need:<br>Foundation        3 days learning<br>Higher               9 days learning<br>Advanced         18 days learning<br>Intensive           30 days learning<br><br>It is expected dependent upon learning level, delivery duration will be between one and five months |
| **What are the perceived business benefits of the proposed training and what are the outcomes for the business** | Key to an effective and efficient business is strong control of production scheduling so achieving 'on time' customer service and further ensuring that raw materials are available to ensure production is optimised. To underpin this, whilst controlling stock levels and hence working capital effective order scheduling needs to be achieved.<br>This Training programme will provide staff with the skills and competencies to address these challenges by implementing and managing a MRP system so giving competitive advantage, maximising production capability and effectiveness and reducing working capital requirements.<br>In addition to the overall business benefits this support will be increased knowledge, skills, and capability of individuals in relation to the core capabilities that their respective roles require to help drive growth and change in the business.<br>All will benefit from the training by the broadening of their competencies with skills which are transferrable and additional to their existing competency set.<br>Another benefit to the individuals will be an increased level of confidence in fulfilling their working roles, hence increased job satisfaction. |
| **Target group of participants/Who should attend** | The target group of participants are all business leaders and managers who are involved in developing, implementing and realising business strategic growth plans whereby an integral |

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| | component of success will be controlling materials and resources and gaining an understanding of MRP systems. |
| **Is there opportunity for delivery to be flexible dependent upon the needs of individual learner/employer** | Further content will also be included and delivered progressively using feedback from the learners, and their developing understanding. This will include specific assignments drawn from and adding benefit to their organisation and further one- to -one learning content informed by any knowledge gaps or weaknesses in knowledge of any individuals in the cohort. |

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| **Title of Proposed Programme** | **Customer Focus – Marketing Skills** |
| **Programme Content** | This module of training will take delegates through the stages of analysing information and preparing plans which match departmental or organisational operations to what their customers need and want. They will look at what marketing really means as a philosophy, as well as a range of techniques that can be used. Throughout this module delegates will see clear emphasis on the essential recognition that customer needs are what drive effective and profitable businesses.<br><br>• The Marketing Concept<br>• Customer Relationships and Service Levels<br>• Exceeding Customer Needs<br>• Marketing Information<br>• Marketing Research<br>• Matching the Organisation to the Market Place<br>• Communicating the Message<br><br>Preparing the marketing plan derives from the overall objectives of the operation. The delegates will focus on The Chartered Institute of Marketing (CIM) guide to the seven things you should consider for successful marketing.  These are known as the 7Ps of marketing.<br><br>• Product<br>• Price<br>• Place<br>• Promotion<br>• People<br>• Process<br>• Physical evidence<br><br>**There is an 8th P** which pulls the other seven together - **planning.**<br><br>This will lead to the delegates in the case of marketing function to consider key factors in their company plan including:<br><br>• Markets,<br>• Customers<br>• Products,<br>• Competition |
| **Course delivery method** | **Employer Premises**<br><br>The training will be delivered on the business premises. |

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| | The support will, where required be specifically tailored to the business but also, by virtue of individual participant assessment to the individuals within the group and will also contain elements of one to one support to respond to individual's skills gaps.<br><br>The support will thus be delivered both in small group format but will be augmented by one to one session's tailored to cover specific individual needs and potential individual competency gaps.<br><br>The training content will be bespoke and specific to this organisation's requirements.<br><br>An integral part of the training and skills development will be one of 'experiential learning' by virtue of real, in the business project-based activity. |
| **Duration** | This course is available at four levels of content and duration according to business and participant need:<br>Foundation       3 days learning<br>Higher            9 days learning<br>Advanced        18 days learning<br>Intensive         30 days learning<br><br>It is expected dependent upon learning level, delivery duration will be between one and five months |
| **What are the perceived business benefits of the proposed training and what are the outcomes for the business** | In addition to the overall business benefits  in the context of developing marketing competencies to drive strategic growth, this support will be the increased knowledge, skills, and capability of individuals in relation to the core capabilities that their respective roles require to help drive growth and change in the business.<br><br>All will benefit from the training by the broadening of their competencies with skills which are transferrable and additional to their existing competency set.Another benefit to the individuals will be an increased level of confidence in fulfilling their working roles, hence increased job satisfaction. |
| **Target group of participants/Who should attend** | The target group of participants are individuals in the organisation who are involved either directly or indirectly with developing marketing plans and a customer focused culture so driving forward organisational performance by an innovative and continuous improvement approach |
| **Is there opportunity for delivery to be flexible dependent upon the needs of individual learner/employer** | Further content will also be included and delivered progressively using feedback from the learners, and their developing understanding. This will include specific assignments drawn from and adding benefit to their organisation and further one to one learning content, informed by any knowledge gaps or weaknesses in knowledge of any individuals in the cohort. |

| Title of Proposed Programme | Business to Business Selling Skills |
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| Programme Content | This programme will show participants that selling is a matter of skill and organisation, both of which can be learned and practised so that techniques and effectiveness can be continually improved.<br><br>The most effective salesperson is a good listener. People always know they can do better but knowing it and doing it are two different things. This course sharpens up selling skills and helps salespeople re-assess how effective they are. It is excellent for people with sales experience because it challenges values and improves objectivity, but it is also suitable for those who want grounding in selling skills. It gives practice in the techniques learned and confidence to apply them. It makes participants think – and it will also increase their sales.<br><br>Content will include:<br>• Attitudes and techniques<br>• Clarifying your objectives<br>• Identifying the person with the power<br>• Preparation and introduction<br>• Identifying the buyer's real needs<br>• Selling the benefits<br>• Selling or marketing – where do they fit<br>• Meeting objections<br>• Closing the sale<br>• Organising yourself to sell<br>• Building lasting relationships<br>• The psychology of buying<br>• Succeeding against competition<br>• The trial close |
| Course delivery method | **Employer Premises**<br><br>The training will be delivered on the business premises.<br><br>The support will, where required be specifically tailored to the business but also, by virtue of individual participant assessment to the individuals within the group and will also contain elements of one to one support to respond to individual's skills gaps.<br><br>The support will thus be delivered both in small group format but will be augmented by one to one session's tailored to cover specific individual needs and potential individual competency gaps<br><br>The training content will be bespoke and specific to this organisation's requirements. |

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| **What are the perceived business benefits of the proposed training and what are the outcomes for the business** | In addition to the overall business benefits this support will be the increased knowledge, skills, and capability of individuals in relation to the core capabilities that their respective roles require to help drive growth and change in the business.<br><br>All will benefit from the training by the broadening of their competencies with skills which are transferrable and additional to their existing competency set.<br><br>Another benefit to the individuals will be an increased level of confidence in fulfilling their working roles, hence increased job satisfaction.<br><br>In order to achieve the aims and objectives of this programme it will be necessary to use consultants who are experienced in sales skills development and sales solutions and are capable of presenting the material in a manner that holds participants attention and is regarded as being helpful in their future day-to-day working life. |
| **Target group of participants/Who should attend** | The target group of participants includes internal and external sales staff together with other influencers in the organisation who may manage or require a greater understanding of a customer focused sales approach |
| **Is there opportunity for delivery to be flexible dependent upon the needs of individual learner/employer** | Further content will also be included and delivered progressively using feedback from the learners, and their developing understanding. This will include specific assignments drawn from and adding benefit to their organisation and further one- to -one learning content informed by any knowledge gaps or weaknesses in knowledge of any individuals in the cohort. |

| Title of Proposed Programme | **Skills to Lead** |
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| **Programme Content** | This is a bespoke training support course. Content will be informed by discussion and competency analysis of the within the client business.<br><br>Content is aimed at achieving business benefit and impact by addressing a number of key development areas including:<br><br>**Developing a Personal Leadership Style**<br><br>Techniques and content will include:<br><br>• Understanding ourselves first<br>• frameworks for understanding personality types<br>**Planning an Effective Organisation**<br><br>Techniques and content will include:<br><br>• Organisational models overview<br>• Reference to key academic research including: Burke and Litwin<br>• EFQM Excellence Model<br>• Analysis including :  SWOT, PEST<br>• Porter's forces- the model and understanding the key influencers<br>**Creating an Organizational Framework for Growth**<br><br>Techniques and content will include:<br><br>• Motivation and 'hygiene factors'<br>• Understanding key academic research and its practical application including  Maslow, Herzberg and McGregor<br>• Effective appraisals<br><br>**Leading High-Performance Teams**<br><br>Techniques and content will include:<br><br>• The nature of leadership,<br>• Leadership techniques.<br>• Team types including practical application of academic research including McClelland and Adair<br><br><br>**Situation leadership and development through coaching**<br><br>Techniques and content will include:<br><br>• Personal profile of situational leadership |

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| | <ul><li>The importance of the sectors.</li><li>The coaching process</li></ul> |
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| **Target group of participants/Who should attend** | The target group of participants are existing senior leaders and managers together with other individuals who may shortly be assuming leadership roles. |
| **Is there opportunity for delivery to be flexible dependent** | Further content will also be included and delivered progressively using feedback from the learners, and their developing understanding. This will include specific assignments drawn from, |

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| **upon the needs of individual learner/employer** | and adding benefit to their organisation and further one- to -one learning content informed by any knowledge gaps or weaknesses in knowledge of any individuals in the cohort. |