



## Turning client requirements into effective programmes

Training providers are sometimes accused of ‘delivering what they’ve got’ rather than what their clients need. Our approach is as flexible and interactive as it’s necessary to be. We see it as a three step process - with each step being as multi-faceted as it needs to be:

### STEP 1

#### Understand

Listen, Ask Questions, Listen, Discuss, Listen...  
Repeat as necessary!



### STEP 2

#### Propose

This is sometimes a single step process, but often evolves from Step 1 and loops back to step 1...

Initial proposal - Discuss - Re-propose...  
Repeat until the programme meets the client’s needs



### STEP 3

#### Engage

Run pilot, Review, Improve, Continue



Of course every client is different. All organisations have different needs, different processes and different ways of working. So the process described above is always tailored to reflect those differences. On the following page are a couple of examples.

If you would like to find out more about how our high impact training could help you to address your specific development needs, we would love to talk and listen to you. We work all over the world and with organisations of all sizes and in all sectors. We have been doing this since 1996 and are as excited to talk to new (and returning) clients as we have ever been!

# EXAMPLE 1 - Quasi-Governmental Organisation (UK) with multiple locations



## Overview of need

A modular learning and development programme which builds an overall move towards proactivity, influence and self-awareness. Line managers need to demonstrate a higher level of self-awareness (particularly about how they are perceived by senior people), change perceptions, become more influential and persuasive and build greater flexibility in their management approach. They also need to ensure maximum performance from their teams and develop a more proactive and solution focused approach to overcoming barriers and resolving problems.



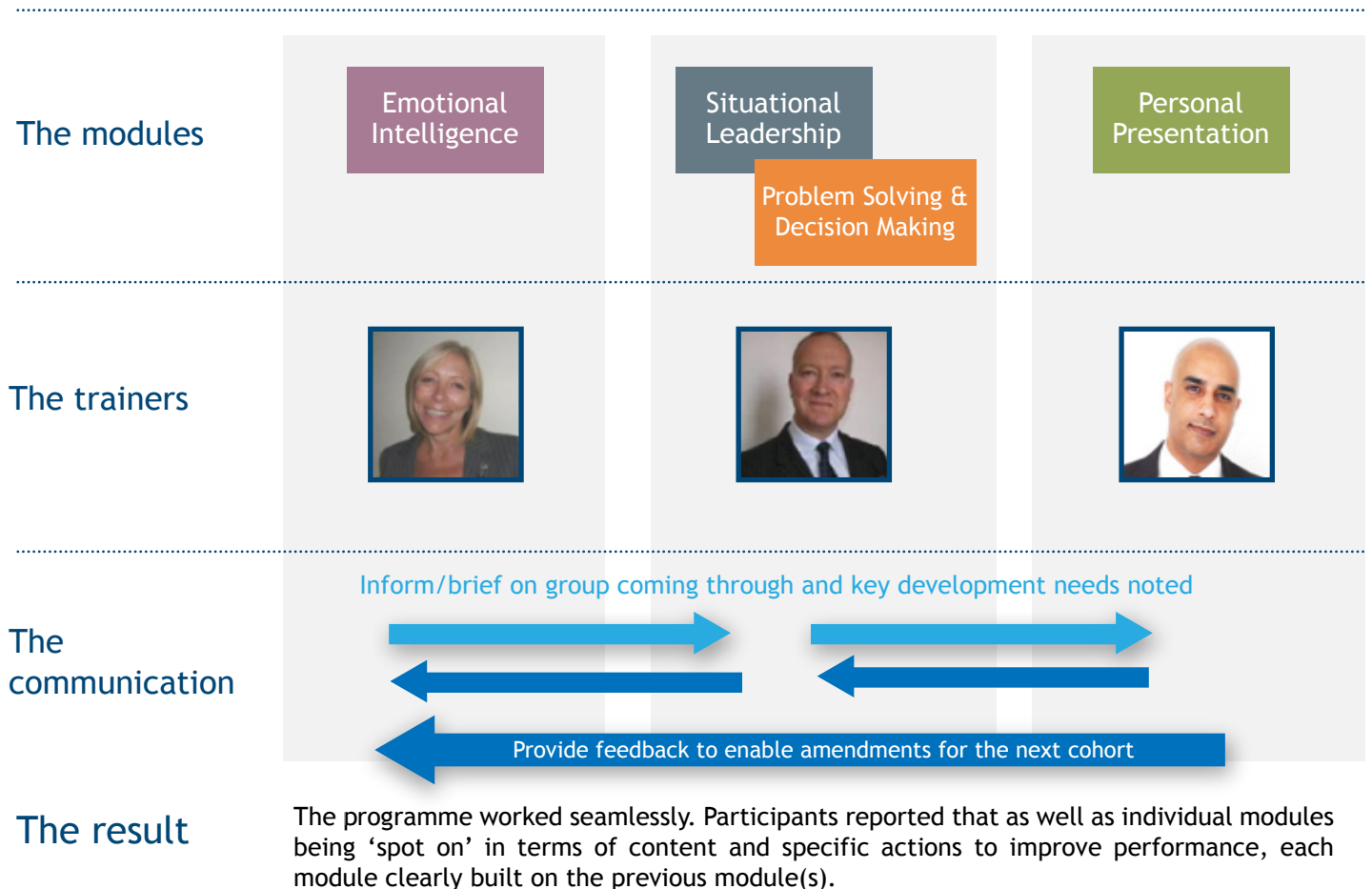
## Developing the right solution

Through discussion, it became clear that four modules were required and that because of the high degree of specialisation involved, three different trainers would be needed. Initially our client was concerned that, whilst liking the idea of using specialists to do the training, a solution that involved three different trainers would be very disjointed. As there would be multiple cohorts going through the programme, it was also important to build in, explicitly, ways of continually improving the programme.

Our solution therefore included the following:

- selecting the right trainers
- designing the right courses
- building a comprehensive communication plan

## The programme



## EXAMPLE 2 - Private health and hospital group



### Overview of need

This organisation had been through a great deal of growth and change and needed to build the skills of several distinct groups of staff. The needs of these groups overlapped.



### Developing the right solution

The organisation's training manager was already familiar with some of our courses as she had worked with us previously. However that had been several years earlier, so she asked our Director of Training to go along and discuss options with her - and explain the content and benefits of each of the courses.

In that meeting we spent most of our time asking questions and listening in order to understand as thoroughly as possible, the various needs that were being described. We were especially interested in understanding where the uniqueness was and where there was an opportunity for synergy.

It became clear that there were needs for management, leadership, team-building and communication skills at various levels in the organisation. After several iterations, the programme that was developed looked like this:

### The programme

#### Heads of Department

Competent Manager to Effective Leader (tailored to meet specific needs)

Building High Performing Teams & Passionate Leadership (combining 2 existing courses)

Think on Your Feet® - Verbal Communication Skills programme

#### Team Leaders/ Sisters/Charge Nurses

Essential Management Skills

Building High Performing Teams (tailored to meet the needs of this level)

Think on Your Feet® - Verbal Communication Skills programme

#### All staff

Think on Your Feet® - Verbal Communication Skills programme

### Results

The organisation had never before focused on the skills required to communicate, manage and lead effectively. Participants were struck by, and commented often on how practical and usable the things they learnt were.