



# TRAINING



COACHING MENTOR MOTIVATION SKILL KNOWLEDGE KNOW-HOW LEADERSHIP



## LEADERSHIP & PEOPLE DEVELOPMENT **PROSPECTUS**

Your partner for professional development



When I speak to members of the Aluminium Federation, upskilling is always essential to their future planning. After all, to leverage innovation and foster a culture of continuous improvement, we have to nurture talent from apprentice through to director.

This prospectus covers our leadership and development training, which is accredited by the CPD Certification Service and delivered in partnership with BEP Solutions. As you'll see, the courses are specially designed for all levels and properly trained people are your competitive advantage. With both set programmes and bespoke training available, so you have vital support for your staff as they grow with your company.

Tom Jones  
CEO  
Aluminium Federation

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## > Why train with us

- Practical, engaging programmes for all levels
- Proven and popular programmes focused on learning that can be immediately applied in the workplace
- Cost-effective, so you maximise use of your training budget
- State-of-the-art location at the Advanced Manufacturing Training Centre in Coventry, with easy access to the rail and motorway networks
- In-house tailored training specific to your needs, delivered at your site
- Accredited by the CPD Certification Service, the UK independent continuing professional development scheme
- Delegates can work towards a certificate, diploma or advanced diploma depending on their level
- Access to a closed LinkedIn group for extra support
- Developed in partnership with leading provider BEP Solutions, whose trainers have decades of experience working with major industrial companies

## ➤ Our training programmes

Our leadership and development offering covers 4 areas:

- Management and leadership
- Business issue workshops
- Graduates
- In-house tailored training

Within each, we offer training aimed at different levels, so you can effectively nurture staff while achieving your long-term organisational goals.

“Most students of management agree that the transition from employee to manager is one of the most challenging in business. It brings new roles and responsibilities, new ways of looking at organisations, and new ways of relating to peers and multiple constituencies.”

Victor Lipman, Harvard Business Review



## > Management & leadership programme

These 2-day programmes are specifically for different management levels within all industries. Modules can be taken as stand-alone courses or as part of an integrated development pathway where delegates can earn a certificate, diploma or advanced diploma.

All management and leadership programmes take place at the Advanced Manufacturing Training Centre in Coventry.

|                                | FRONTLINE LEVEL                                 | MIDDLE LEVEL                                     | SENIOR LEVEL                      |
|--------------------------------|---|--|-----------------------------------|
|                                | <b>New to managing or will be managing soon</b> | <b>Managing departments, functions and teams</b> | <b>Making strategic decisions</b> |
| <b>Module 1</b>                | <b>Being Commercially Aware</b>                 | <b>The Working Organisation</b>                  | <b>Leading the Business</b>       |
| <b>Module 2</b>                | <b>Knowing Yourself</b>                         | <b>The Performing Organisation</b>               | <b>Growing the Business</b>       |
| <b>Module 3</b>                | <b>From Doing to Managing</b>                   | <b>The Thriving Organisation</b>                 | <b>Driving the Business</b>       |
| <b>Completion of 3 modules</b> | <b>CERTIFICATE</b>                              | <b>DIPLOMA</b>                                   | <b>ADVANCED DIPLOMA</b>           |

## > Management & leadership programme

### **Frontline level certificate**

The frontline certificate starts by looking at the dynamics of the business and commercial worlds. It moves on to help delegates build self-awareness, recognise strengths and weaknesses, and manage performance. It finishes with a focus on leadership skills, attitudes and behaviours, along with time management, delegation and prioritisation.

By the end, delegates gain focus in managing themselves and others to maximise overall team performance.

**Who it's for:** Those who've only been managing for a short time, are very new to management or who may be taking on a management position in future. It's also ideal for managers who want a broader perspective on identifying and overcoming business challenges.

### **Middle level diploma**

Middle level programme is designed to give experienced managers the opportunity to explore, explain and execute aspects of their day-to-day role while building their future leadership influence. Module content respects prior management and leadership experience while helping enhance effectiveness and overall results delivery.

The programme starts by looking at organisational and team dynamics and discussing management and leadership approaches. It continues with a deep-dive into driving value, looking holistically at marketing, finance, employee engagement and customer experience. The final module introduces principles of strategy formulation and implementation, including innovation and new product development.

**Who it's for:** Those managing a department, function or team who take responsibility for delivering business objectives through other people. It's also useful for managers who want to learn more about leading and managing to get the best from their people.

### **Senior level advanced diploma**

This advanced diploma helps senior leaders grapple with today's fast-paced market, giving them tools to boost the business' competitiveness. It starts with a review of leadership best practice, examining governance, compliance, performance and value creation. It continues with a focus on analysing corporate culture, business planning and operational performance with the aim of developing effective key performance indicators. In the final module, delegates develop a scorecard for business health and performance, giving clear steps for improving everything from customer experience to employee engagement.

**Who it's for:** Senior managers and strategic decision-makers looking to refresh their knowledge of core business and management principles and leverage the latest thinking to gain an extra edge.

## > Management & leadership programme

### Calendar & fees

All modules are held at the Advanced Manufacturing Training Centre in Coventry. Fees include meals, refreshments and module materials. Accommodation should be booked separately – we can supply a list of local and recommended hotels on request.

#### Frontline level

|   | Sept 2018 | Oct 2018 | Nov 2018 | Dec 2018 | Jan 2019 | Feb 2019 | Price (excl. VAT) |
|---|-----------|----------|----------|----------|----------|----------|-------------------|
| Being commercially aware (2 days)         | 11/12     |          |          |          |          |          | £700              |
| Knowing yourself (2 days)                 |           |          | 20/21    |          |          |          | £700              |
| From doing to managing (2 days)           |           |          |          |          | 17/18    |          | £700              |
| Certificate - completion of all 3 modules |           |          |          |          |          |          | £1,850            |

#### Middle level

|                                       | Sept 2018 | Oct 2018 | Nov 2018 | Dec 2018 | Jan 2019 | Feb 2019 | Price (excl. VAT) |
|---------------------------------------|-----------|----------|----------|----------|----------|----------|-------------------|
| The working organisation (2 days)     | 19/20     |          |          |          |          |          | £950              |
| The performing organisation (2 days)  |           |          | 29/30    |          |          |          | £950              |
| The thriving organisation (2 days)    |           |          |          |          | 15/16    |          | £950              |
| Diploma - completion of all 3 modules |           |          |          |          |          |          | £2,450            |

## > Business issue workshops

In today's climate – where changes and innovations come rapidly – managers need to work agilely to capitalise on opportunities. Our programme of issue-focused workshops helps your business work more proactively in light of current trends.

## > Solution-focused thinking and appreciative inquiry

This workshop gives middle and senior managers the opportunity to explore and answer their more pressing business problems. Delegates learn the theory behind solution-focused thinking (SFT) and appreciative inquiry (AI), and then we discuss how to apply them to their specific challenges. The workshop provides an opportunity to consider problems from a new viewpoint and reviews how different mindsets can lead to more effective solutions.

**Who it's for:** Middle and senior managers and functional heads – those in management and leadership positions with problems to solve, and who may be frustrated with current solutions.

## > Understanding blue-ocean thinking and making it happen for you

Senior leaders may have come across Blue Ocean Strategy as a concept or example of management jargon, but all know how it creates real opportunities for a business. This workshop is your chance. It explores the principles and how to apply them, including through value innovation and buyer utility mapping.

**Who it's for:** Middle and senior managers grappling with an increasingly competitive market. It's also ideal for those looking for new thinking on getting ahead or competing against new entrants who seem to have magical ideas or business models.

## > How to get from good to great

It is nearly 20 years since the publication of Jim Collins' seminar book Good to Great, and the concept still offers real opportunities for business direction, development and growth. In this workshop, delegates use the tools to identify what's needed to take their team, department or function to the next level. We explore how to identify their current state and then create an action plan for effective development.

**Who it's for:** Middle and senior managers who want a fresh strategic perspective and inspiration on how to develop their teams.

## > Disruption and sense-making – understanding and then acting

Often, new market entrants don't grow according to the established rules. Traditional methods of strategic analysis are being challenged, and this requires businesses to think differently about their future. This workshop introduces methods for considering market and environmental changes – and then formulating practical, sustainable responses. Delegates will review their own contextual opportunities and challenges, with a view to developing appropriate responses to take back to the business.

**Who it's for:** Senior managers having to take stock of a changing market. It will benefit anyone who needs fresh thinking to adapt to a new environment.

|   | Sept 2018 | Oct 2018 | Nov 2018 | Dec 2018 | Jan 2019 | Feb 2019 | Price (excl. VAT) |
|---|-----------|----------|----------|----------|----------|----------|-------------------|
| <b>Solution - focused thinking and appreciative inquiry (2 days)</b>          |           | 24/25    |          |          |          |          | £950              |
| <b>Understanding blue-ocean thinking and making it happen for you (1 day)</b> | 26        | 23       |          |          | 17       |          | £475              |
| <b>How to get from good to great (1 day)</b>                                  | 27        | 24       |          |          | 18       |          | £475              |
| <b>Disruption and sense-making - understanding and then acting (2 days)</b>   | 4/5       |          |          | 4/5      |          | 19/20    | £950              |

Fees include meals, refreshments and materials but exclude accommodation. Contact us for a list of nearby hotels if required. All workshops take place at the Advanced Manufacturing Training Centre in Coventry.

## > In-house bespoke training

Whether you have 5 staff or 50, we offer training to meet your business needs – with an experienced trainer delivering conveniently on your site. We work with you to identify objectives, plan sessions and create course material, taking into account your products and processes as well as delegates' level of expertise. Our services also include coaching, facilitation, e-learning, workshops and consultancy depending on your requirements.

Contact us on +44 (0)121 601 6363 to discuss your requirements.

## > Past collaborations

Both the Aluminium Federation and BEP Solutions have a proven track record delivering effective professional development that engages employees while adding value to the business.



**RENAULT**



**SCANIA**



**TRANSPORT  
FOR LONDON**  
EVERY JOURNEY MATTERS



## > About the Aluminium Federation

The Aluminium Federation is the voice of the UK aluminium industry. Representing businesses who process, trade and work with aluminium, we foster innovation, promote best practice, develop skills and champion member interests. From training and networking to research, advocacy and outreach, we help our members solve problems, capitalise on opportunities and boost their competitiveness.

## > About Gary Cook, BEP Solutions

The Aluminium Federation partners with Gary Cook BEP Solutions to deliver effective and practical organisation and people development. For more than 15 years, BEP has supported multinational enterprises including Ford, BA, AON, BAE. The Aluminium Federation partners with Gary Cook BEP Solutions to deliver effective and practical organisation and people development. For more than 15 years, BEP has supported multinational enterprises including Ford, BA, AON, BAE, Mitsubishi, Volvo, Network Rail, TfL and UPS, as well as smaller, ambitious companies looking to grow.

BEP's commitment is to design and deliver relevant, engaging, applicable and enjoyable learning. Its focus is on development and learning that drive personal growth and deliver true value to your organisation.





Contact our Training & Education Team to learn more about the Aluminium Federation's professional development programme  
T: +44 (0)121 601 6363 W. [www.alfed.org.uk](http://www.alfed.org.uk)