

Bespoke Management Development Programme for Renshaw



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Client:

Renshaw, the UK's leading manufacturer of marzipan and other baking aids

School:

Liverpool Business School
Engineering

Staff:

Aileen Corley
Tricia Harrison
Ann Thorne
Ian Lovegrove
Adam Papworth

Project:

The bespoke management development programme that was developed for Renshaw came about as a result of a Training Needs Analysis (TNA) that was carried out as part of the Skill Investor programme (a Learning and Skills Council co-financing initiative that is part funded by the European Social Fund (ESF)). It identified a range of training and development required by the organisation, including training for Renshaw's senior management, management group and first line manager teams in order to optimise efficiency.



Back Row: Heather Billington and David Wright
Front row: Aileen Corley and Ann Thorne from Liverpool Business School

The key areas of development included:

- Project Management
- Leadership
- Influencing and Communication
- Problem Solving
- Team Working
- Lean Manufacturing
- Human Resources

A launch event was held in order to establish the aspirations of those who would receive the training and the resulting programme of development was structured so that it would become embedded in the company. Module champions were nominated from within the organisation to be responsible for providing information for course content and for the ongoing implementation of the training in the workplace.

Client benefits:

- The client reported that the launch event alone increased team spirit
- The structure of the programme will enable Renshaw to embed the training within the organisation so as to maximise long-term benefits
- Based on the standard of management level training Renshaw is now in discussions with LJMU regarding board level training requirements

Academic and Student benefits

- The cross-faculty nature of this contract has highlighted the benefits of working in partnership with other teams in order to deliver training that covers a range of disciplines
- Through the delivery of the training, the academics involved further increased their industrial experience, which can be transferred back into their teaching

