

Case study:

UBM

360° review and leadership training for 24 managers at United Business Media (UBM)

“We had specific objectives and ideas about how the training should be developed and delivered. Reed Learning exceeded our expectations; delegates proactively contacted the L&D Department to feedback positively on the training experience and the trainer, which is really significant.” **Rachael Moorhouse, Learning and Development Manager**



Objective

In a challenging economic environment UBM decided to invest in developing the skills of mid-level managers. Many of them were facing new roles following internal structural changes.

UBM's objective key objectives were to support managers in:

- Dealing with the changing external environment
- Handling changes in their markets and proactively planning ahead
- Leading people confidently through the tough economy

Solution

Interviews were arranged with senior managers and stakeholders at UBM to select the best training approach. An online 360° review process was rolled out amongst the management team to understand how their style was perceived and identify strengths and weaknesses. UBM trainers, supported by Reed Learning, provided one-to-one feedback coaching sessions based on the review results.

This careful, planned delivery of feedback helped managers to set appropriate actions and maintain commitment to the subsequent face-to-face training.

Reed Learning proposed a modular approach to the training, to allow individuals to customise their learning while maintaining a consistent delivery style and reinforcing core themes. Content was centred on live issues and examples, case studies and group discussion around specific industry challenges to encourage focused action planning.

A set of 'Behaviour Change Targets' were developed to measure the delegates' behavioural development during the programme and beyond.

Modules included:

- **Business Thinking:** Making commercial management decisions
- **Leadership:** Defining a personal leadership style
- **Change Management & Strategic Planning:** Assessing and adapting to a changing business environment

Six months after the course the 360° review was repeated.

Result

Feedback following the course was excellent. Managers found the tools presented during the training to be simple to apply and effective. UBM chose to repeat the programme the following year due to delegate demand as well as the visible improvements across the business.

About our in-house services

Reed Learning delivers short courses, professional qualifications, in-house programmes and outsourced training services. In the last 10 years we've trained over 250,000 people, who choose us for the widest choice of venues and dates, largest pool of quality-assured trainers and guaranteed standards of training delivery.

We offer a wide variety of in-house services adapted to your specific needs, including:

- In-house training courses
- Training needs analysis and 360° review
- Coaching – team & individual, either face-to-face or by telephone
- Flexible drop-in sessions and eLearning
- Induction & Graduate programmes
- Assessments and testing
- Blended training including MP3 and eLearning
- Leadership and executive coaching

What makes us different?

- A focus on results and on demonstrating tangible returns on training spend
- The experience to offer advice and ideas on the most effective, best value approach, always beginning with the required end result in mind
- Free observations on our scheduled open courses or a free bite-size taster session on your premises if you'd like to try before you buy
- A training faculty of 350 quality-approved trainers. All of them are recruited, assessed, performance managed and developed according to our robust trainer competency model
- Over 15 years' experience in training delivery and management, as well as one of the widest, most diverse ranges of short courses and accredited qualification programmes in the UK

What do you get?

Everything we do is focused on transferring learning back to the workplace. Every in-house programme includes as standard:

- Consultancy and advice from our expert team
- Pre-course assessment to ensure the course is fully tailored to objectives
- Full printed course materials for future reference
- Personalised time-bound action plans to help delegates commit to their development
- Access to supporting MP3 and eLearning modules
- Post-course assessment after three and nine months to monitor impact and ROI

Pricing

Our pricing always includes full account management, pre & post course skills evaluation and course materials

Standard – starting from £1,150 per day

Customised – starting from £1,350 per day

Bespoke – quote upon request

How does it work?

You can choose from any of our existing short courses if they already meet your objectives. Or we can tailor any programme to meet your specific learning needs. We will select a trainer from our faculty of over 350 according to sector experience, subject knowledge and your company's culture. Then if you want to run your training off site we will help you select a suitable venue.



Every year we work with over 1,000 organisations. Our in-house clients include:

ACCA
Barclays
Balfour Beatty
Birkbeck University
BSkyB
Cambridge Assessment
Coutts
Diageo

Lloyds Banking Group
RS Components
Taylor & Francis
TheTrainline.com
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