

## **WDR Managed Learning Service, Learning Management System & Business Systems Consultancy Case Study**

Leading Supermarket chain use WDR for the creation of their internal training function and use the WDR LMS as part of their Managed Learning Service

### **About the company**

The organisation is one of the top 5 leading Supermarket chains in the UK, with several hundred stores nationwide.

### **The situation**

The key objective was to implement a targeted Learning and Development (L&D) service to support the in-house Technology Group, as an integrated component of the internal Learning and Development function. An important driver for this initiative included the need for the Technology function to effectively support the strategic multi-year, multi-million pound technology development programme, already underway.

Also to consider was the need to support a significant planned increase in technology staff within six months, required to meet the need for new skill sets and increased technology workload. A perceived lack of focus on training for the Technology function needed to be addressed to effectively improve the administration, quality and impact of training.

The organisation wanted to engage with external resources to develop, deliver and operate the required training service, as an integrated component of their L&D function. They required a supplier to undertake a process of formal role definition, skills gap analysis and specification of targeted training across Technology. They were seeking the development of a partnership with a suitable external service provider to meet this requirement - potentially over a number of years. Finally, they were looking to investigate the on-going provision of such a service as a 'self-funding' business model.

### **The WDR Solution**

WDR were delighted to propose to address the organisation's requirements based on our ability to consult across the key L&D related disciplines, central to the success of this initiative. The experience of WDR staff meant that this could be done quickly and predictably to meet the urgency of the requirement.

WDR proposed to help with the design, development and operation of a high-quality training solution that drew on expertise, knowledge and well-developed products and services, across the four WDR business lines. These would combine to enable WDR to source all the necessary expertise from within the company and customise our proven solution components to precisely match the service requirement.

At WDR we are able to expertly source training products from leading vendors (and many niche vendors too) which meant that the service we proposed could truly deliver the widest possible choice. The service integrates in-house and multi-media training, such as e-learning, to provide an efficient single point of access. The WDR ability to source and/or develop bespoke training content and programmes, means that all training requirements can be addressed centrally – including new training and service delivery requirements as they arise.

WDR suggested approaching the organisations' needs in four sequential phases. Initially we held a discussion, to establish a clear Requirements Specification, which in turn would enable the outline of a Proposed Solution and Initial Project Plan, including initial scope, schedule and cost. WDR offered role-profiling, skill-mapping and gap analysis across the Technology function, as a key component to scoping the required service. This encompassed the evaluation of the existing training provision, together with known future requirements.

The various components of the service offered was designed in detail and implemented. These included: agreed content, service features and supporting system functionality; required data, structure and maintenance; integration with corporate systems and services. WDR offered a number of key service options, including a full-service Managed Learning Service model where all training administration functions would be highly automated. The service typically uses a highly functional and intuitive on-line access, branded and integrated to fit seamlessly alongside other in-house systems, services and initiatives. Additional content and further service functionality can be incrementally added, as required.

The service is operated now as a full-service Managed Learning Service, operated by WDR training administrators using WDR hosted systems, requiring no installation by the client. The service is able to provide support for in-house training co-ordinators, schedulers, managers and administrators, using on-line functionality, together with self-service and monthly management reports. The WDR service provides consolidated monthly invoicing and full financial and management reporting.

## **The Result**

### *Internal Learning Function*

As a result of the first phase of providing a Learning and Development service to meet the needs of the Technology group, the relationship between the client and WDR grew into a much larger project. The supermarket now runs the biggest training scheme of its kind in the UK.

The project evolved by implementing a detailed analysis of organisational values which has led to a transformational, nationwide soft skills development programme. The programme comprises a variety of innovative online learning services, face to face development and coaching as well as experiential learning and mentoring.

### *Leadership & Management Development*

WDR has worked hard with the organisation to roll-out a successful leadership and management development programme, consisting of modules that are based on the

organisations six core values. These are a continuous thread throughout each module within the programme, which is underpinned by three themes:

- Smart Working
- Service First
- Coaching for Performance

The Smart Working modules are focussed on leading people through change and how change impacts on performance and behaviour. The advanced module within this theme looks at commercial and strategic issues which have an impact on the overall success of the organisation. The Service First modules focus on working collaboratively in high performing teams and the advanced module focuses on the skills to be more influential within the organisation. Finally, the Coaching for Performance modules are viewed as the pinnacle of the leadership programme, with aims that include how to achieve business goals and improve service standards as well as developing leadership talent to meet future growth.

The comprehensive programme ensures that there is a depth of understanding and knowledge about what leadership means and aims to assist existing and new leaders drive high performance in order to achieve business success. Outcomes for the programme are being met with leaders actively practising their new skills in their day-to-day roles. The programme is considered a real success and continues as a key element of the Leadership and Management Development programme, for several hundred managers across all of the business areas.

Staff are provided with training in core business skills including management, technical and IT aptitude and performance coaching. The programme is currently in the process of being accredited by one of the UK's leading Universities as well as one the UK's top 10 Business Management Schools.

Since the launch of the programme 95% of general managers are being promoted internally and staff turnover has improved by 15%.

Contact:

For more information about the services that WDR has to offer and how it could support your needs please contact the WDR team on 01403 268251

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