

People Skills Drive the Process at Surrey & Berks

Headline provide workshops for management and sales teams at Surrey and Berkshire Newspapers

Surrey and Berkshire Newspapers is a well established client of Headline and in the recent past bespoke IT training and support had been delivered in Advertising, Editorial and Production.

The Requirement

The Senior Management team working in conjunction with the HR department invited Headline to carry out a diagnostic primarily looking at where the organisation would like to be in 2 years' time in relation to where it is today, and to identify what key areas they may need support with to bridge any gaps.

One of the areas identified related to building on the 'soft skills' of their people development, an area within the newspaper industry that is sometimes carried out internally on an ad-hoc basis if not neglected altogether.

The Approach

Headline recommended that a Training Analysis be carried out with all members of staff to identify the areas to be focussed on in the training.

The training needs analysis uncovered four main areas of learning support needed. Headline's recommendations included four topics of interactive workshops around Presentation Skills, Managing Teams, Written Communication Skills, and Coaching for Performance.

The Delivery

The extremely competitive market within newspaper advertising has meant that display representatives have had to 'up their game' in terms of written communications and giving client



presentation. Therefore areas covered in these workshops ranged from structuring the presentation through to first class delivery including handling those difficult questions and situations that always arise.

The management development areas of 'Coaching for Performance' and 'Managing Teams' addressed the commercial priority for all managers to ask 'What can I or the organisation do to get people to respond to increasingly demanding expectations?'

Headline's coaching approach through the implementation stage of the training has helped answer this question in some radical, surprising and rewarding ways!

The Result

All the workshops were tailored specifically to the delegate requirements, resulting in all delegates having a renewed confidence in approaching and communicating with others.

CASE STUDY 17