

Newsletter

Autumn 2009

Expanding our Skillset

Christine Elgood, MD of Elgood Effective Learning, has been awarded the 'Certificate in Coaching and Mentoring in Management' from the Institute of Leadership and Management (ILM).

As a learning and development professional, Christine has always sought out ways of updating and adding to her skillset, and explains why she was drawn to this qualification.

'This was a challenging programme which tested not only my communication skills, but also examined my ethical and moral views.'

I believe it's vital for learners to think through the issues in our courses and simulations for themselves - if we can encourage them to be truly engaged, they will benefit more from the experience.'

Focussing on my coaching and mentoring skills has helped me to be a better facilitator, drawing the best out of participants and giving them a better outcome.'

For more information on the Certificate, visit www.i-l-m.com



GREAT EMPLOYEES



GROW YOUR OWN

When the cost of replacing a worker is now estimated at between 40 and 150 per cent of their salary¹, failing to hang on to your best staff can be an expensive mistake. This summer's conference on Beating the Recession² highlighted the need to reduce the chance that staff will be wooed away by apparently more appealing employment opportunities.

Peter Flade, managing partner at research organisation Gallup warns 'If things are better in six months, people who are not engaged will leave...and even now your best people will be able to find jobs. There is always a market for high performers.'

How do you keep your staff engaged, and will you retain your great performers once the job market starts to improve? Focussing on staff development is a key way of motivating people and raising engagement levels.

In their 2009 'Recruitment, Retention and Turnover' survey, the CIPD report that nearly 75% of respondents rate improving line management HR skills as the most effective method of addressing staff retention, yet a meagre 39% did anything about it. Contact us to find out how our **Recruit and Retain** game can help you attract, select and retain appropriate staff.

elgood
effective learning for
Improved performance

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Train smarter try the bespoke approach

Budgets may have been slashed, but training requirements don't disappear, so how do you get the most out of your resources?

Any training you do should be closely aligned to the goals of your organisation. In fact new research shows that 65% of learning and development professionals³ expect the biggest change in their industry over the next 5 years to be a closer integration of L&D with business strategy to produce more effective results.

A bespoke programme, facilitated in-house, could be your most cost-effective solution. Elgood specialise in designing innovative games and simulations that reflect your business process and provide dynamic experiential training for your workforce.

We're renowned for our thorough research when defining clients' needs, and will create a highly effective bespoke solution to tackle whatever issues you face.

Contact us for a copy of our new brochure, or download a copy from

www.chris-elgood.co.uk

A CUT ABOVE THE REST

'A perfect summer day is when the sun is shining, the breeze is blowing, the birds are singing, and the lawn is freshly mown' - especially if you are on the board of a company manufacturing lawnmowers!

50 College of Law students recently had the opportunity to experience just that when they took part in the **Lawn Trimmers** business game, sponsored by law firm Charles Russell.

The game has been developed by Elgood to develop teamwork skills and business awareness, and was facilitated at the college's Guildford site by Christine Elgood. Students spent a busy evening working hard and fast as board members of a lawn trimmer manufacturer, making key strategy decisions and learning about the economic relationships which are key to any company's survival.

Lynn Newdick, Head of Business Law and Practice at the Guildford College of Law, regularly organises events with Elgood, and strongly encourages students to attend. *'The game is a genuinely fun evening for the participants and it really gives their CVs a boost. They get the opportunity to improve their commercial awareness and gain an insight into what makes a business sustainable, whilst working under pressure in a team environment.'*

To find out more call 0118-9821115 or email ros@chris-elgood.co.uk

Do your senior managers have the X factor?

The ILM interviewed over 50 CEOs⁴ to discover the qualities and skills they valued in their Senior Managers. The top 6 were:

- Good people management and communication skills
- Cost control and budgeting skills
- The ability to build effective relationships with clients
- A strong, purposeful approach
- The ability to develop innovative solutions
- A positive outlook

¹ Daniel Wain - learning and development consultant

² Sunday Times HR Business Network 'Beating the Recession' conference July 2009

³ CIPD Learning and Development Survey 2009

⁴ Institute of Leadership and Management report 'Delivering in a downturn - what does it take?'

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