

Newsletter

Autumn 2008

Enhance your Event!

How do you organise an event that excites and engages your audience, that delivers on all counts, and that's memorable for all the right reasons?

Event managers need to be both creative and organised, and crucially, need to allow the audience to participate by creating involvement.

Elgood has a large portfolio of business games designed to inject energy and involvement into your course, conference or one-day training event. Contact us for details of how we can help you meet your objectives.

Our new association with Chris Powell Event Management means we can also facilitate for you if you're running an event and don't have the in-house resources to plan and compere it.

Chris' top tips for success

- Have a clear objective
- Build an exciting event programme
- Create involvement
- Give your audience a compelling reason to attend
- Coordinate the event with ruthless attention to detail
- Be confident, be organised, be enthusiastic, be determined, BE READY!

ELGOOD GOES GLOBAL!



Business brains around the world were put to the test in Elgood's latest competition for the Actuarial Profession. Run as part of the Business Awareness Distance Learning programme, Elgood's online game 'The Way Forward' attracted 20 students from countries as far afield as Pakistan, China and India.

'The programme has been developed to raise the commercial awareness of students joining the actuarial profession' explains Christine Elgood 'and The Way Forward forms a key part of the course, exposing participants to the pressures and responsibilities of running their own business.'

As students taking this module are unable to attend a face-to-face course, team members communicate with each other via a bulletin board on the website to debate and agree proposed strategies. The game develops over a 10 day period as they submit their decisions and the simulated business environment changes.

'The Way Forward gives them the opportunity to make decisions which determine their team's success or failure, and encourages students to work co-operatively and creatively to solve business problems they would not otherwise encounter in their studies', confirms Elgood.

The winning team had a truly international flavour with members from France, Switzerland, Israel and India.

If you feel your teams need to broaden their horizons, talk to us about The Way Forward on 0118 982 1115

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E-learning...

the one-stop training shop?

The practical and economic advantages of e-learning are well documented.

It can be hugely successful in delivering basic principles and knowledge to the self-disciplined and conscientious learner, whilst providing valuable tracking data and feedback to the provider.

So why do only 7% of those organisations who use e-learning rank it amongst their top 3 training practices?¹



Coaching by managers and in-house development programmes score much higher.

Research indicates that, while nearly 80% of organisations acknowledge it to be a helpful device in the trainer's toolkit, **e-learning is no substitute for the face-to-face interactive learning experience delivered by competent, dynamic professionals.**

THE TALENT TRAP

It's a particularly thorny challenge. You employ highly skilled professionals who work autonomously and productively within their field of expertise. You need and value their specialist skills, but there comes a point when they reach a ceiling on their career progress, and look to branch out into management.

So far so good, but the skills and motivation that make someone an outstanding individual contributor are often at odds with those of a good manager, and you need to bridge that competency gap.

The Hay Group's research² into this challenging area pinpoints the following targets for the professional looking to enhance their commercial and managerial skills:

- Setting challenging and inspiring goals for others
- Establishing norms for team behaviour
- Managing performance consistently and firmly
- Providing constructive developmental feedback
- Soliciting and encouraging the input of others

If you want to avoid turning a talented deliverer into a mediocre manager, why not incorporate our 'Whurps' business game into your professional personnel development programme? Whurps delivers a hands-on lesson in competitive strategy and inter-personal communication, and is just one of the many business games and simulations from Elgood offering effective learning through experience. Contact us on 0118 982 1115 or email ros@chris-elgood.co.uk

Getting the Youth Vote

Are you looking to recruit from the new crop of school and college leavers, but not getting the level of interest you'd hoped for? Or maybe you're struggling to retain your fresh young talent. Recent research from Ceridian³ suggests the solution may lie in raising the profile of your L&D provision for this age group. Many employers underestimate how keen their younger employees are to 'learn while they earn'. The survey highlights how employees aged 16-24 are far more positive than the rest of the workforce about the helpfulness of performance reviews and the quality of training provided, and that training opportunities (or lack of them) were far more likely to influence a decision to move on.

¹ The Elearning guild - research report 2006, and CIPD 2008 Learning and Development Survey

² Survey summarised by Russell Hobby, Associate Director at global management consultancy Hay Group, in People Management magazine, May 2008

³ Ceridian Employee Engagement Survey Feb 2008

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