



explore, engage, execute, evaluate



PPF Group Ltd Case Study

The Client

PPF Group is a resourcing business that specialises in the supply of temporary workers to the logistics sector. The company has an impressive growth record and now has an annualised turnover of approximately £90m up from £12m in 2005. This growth has been achieved through a distinctive operational culture and an ability to move quickly and decisively to meet changing customer needs.



Part of the PPF Group, ADR Network is the largest specialist temporary LGV driver business in the UK. It operates from 29 locations within the UK and is focused on meeting the needs of large-scale end-users.

Drivers are typically supplied via a managed service solution whereby ADR Network performs the role of 'Lead Vendor' with a responsibility for delivering 100% of a client's temporary resourcing needs.

The Graduate Entry/Management Programme.

In 2011 Peter Howitt, HR Director for ADR Network, asked Brent Warren from CMBD to design and develop a bespoke Graduate Entry/Management Fast track development programme.

It was an important part of the brief that the programme not only gave the delegates a good solid foundation in leadership and management skills but also provided an insight into business fundamentals such as finance and decision-making.

A five-day programme was designed with the first day looking at the principles of leadership styles, the second focusing on team dynamics and performance management and the third day concentrating on motivation and communication skills. These sessions are usually 3 to 4 weeks apart.

The final two consecutive days are devoted to a highly participative business simulation exercise in which the ADR Network delegates are involved in a realistic and hands-on competition to run a motor manufacturing business. Parts are purchased, vehicles built and sold and the profit and loss and balance sheets produced after each stage of the exercise.

CMBD's Training Director Brent Warren said;

"The aim with the business simulation was to provide as realistic a scenario as possible so that the ADR Network delegates could quickly see the results of their decisions at each stage of the exercise. As the simulation develops, cash-flow issues, bad debts and moving market-place conditions test the team-working, leadership and decision-making skills of the participants to the limit but in a safe learning environment."



Since the first programme was delivered in 2011, over 30 Consultants have completed the five-day course with at least one group participating each year.

Two years ago, the decision was made to provide a Chartered Management Institute (CMI) qualification to help embed the learning from the programme. The most recent course (2016) saw the ADR Network Consultants achieve a 100% pass rate for the CMI Level 3 in 1st Line Management Award (QCF)



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Training

As well as the bespoke management programme, Peter has also used the CMBD open programme of six-day courses to provide opportunities to develop other managers within the group. Recently a member of the head office management team completed a Level 3 programme and one of the Regional Directors has completed his CMI Level 5 in management qualification following his attendance on an open programme. CMBD have also delivered a bespoke Advanced Selling and Client Relationship Management one-day course for the whole Regional Director team.



What does the client think?

"We immediately liked the direction that Brent suggested we take when putting our training programme together. Brent was very keen to fully understand the key parts of our business and develop a program that was relevant to the working practices and skills across the PPF divisions. Our graduate program has been a huge success which has seen our Trainee Consultants move through the ranks. Some of our graduate trainees who attended the course are now operating at Senior Consultant and Operations Manager level. The feedback from our staff is always very positive, and we use the reviews created by Brent to help us determine when our staff are ready for the next level. It has been a great way for our company to progress enthusiastic staff through our business, and provide them with the skills they need to achieve the next steps in their careers."

Summary

Over the past five years, CMBD has worked with ADR Network to develop and grow the training relationship. Each year the graduate programme has developed and improved to suit the individual needs of the client. The introduction of the CMI Level 3 qualification has provided an excellent way to embed the knowledge gained on the course and focuses on improving team performance.

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Peter Howitt HR Director

