

# Case Study: Ipswich Borough Council



**IPSWICH**  
BOROUGH  
COUNCIL

## AWAY DAY LEARNING

Delivering a bespoke series of workshops aimed at transformational change

## 360 ASSESSMENTS

The design and delivery of an online 360 Assessment tool for all Managers to receive feedback from others

## 1-1 COACHING

Managers receive 1-1 coaching aimed at personal development planning

## LEARNING SETS

Topical sessions covering Ipswich Borough Councils Competency Framework

Ipswich Borough Council chose The Training Team as their Management Development Partner at the end of 2007.

Ipswich Borough Council was seeking a training partner who could deliver a coordinated package of development activity built around 4 Management Away Days between November 2007 and March 2009.

This structured Management Development programme will aim to support Ipswich Borough Councils Workforce Development Plan by:

- Improving management behaviours, assisting managers to engage with best practice and to develop skilled and competent managers
- Preparing managers for Unitary Government; assisting them to understand unitary responsibilities

## 360 Assessments

We developed a bespoke online 360 Assessment package through which all managers receive rounded feedback on their practice in the context of the management competencies.

The Training Team also delivers 360 feedback to all managers through coaching, in order to produce a personal development plan.

### Detailed Feedback: Managing Demands on Self

This is a report on a question by question basis comparing your own rating scores with those who rated you.

#### Key

	Never	Rarely	Sometimes	Frequently	Always
1. Agrees workload and manages time effectively to meet priorities	10%	20%	30%	30%	10%
2. Evaluates own learning and feeds back into the organisation	10%	20%	30%	30%	10%
3. Considers feedback from others	10%	20%	30%	30%	10%
4. Demonstrates integrity, honesty and	10%	20%	30%	30%	10%



## Programme Features and Benefits

### EXPERT ACCREDITATION

The Training Team is a Nationally Accredited provider of training and assessment for the Institute of Leadership and Management (ILM), delivering level 2, 3 and 5 Awards and has accredited over 2000 Managers through this programme over the last 4 years.

### PROFILING

The Training Team is an accredited provider for Margerison-McCann Team Management Systems, world class specialised profiling and assessment tools used by some of the largest organisations in the world.

### INVESTOR IN PEOPLE

The Training Team is an Investor in People organisation having achieved the award in less than 5 weeks in 2001 (the quickest in IIP history) and we have specialist IIP Advisors internally within the company who support development initiatives for our clients.



The programme we have designed encompasses 4 key elements:

1. Management Away Days
2. Learning Sets
3. 360 Assessments
4. Coaching and Mentoring support for Senior Manager and Middle Management development

## Learning Sets

A series of facilitated Learning Sets are arranged as part of the programme to support managers.

The Learning Sets can be run at Ipswich Borough Council and each Learning Set Workshop is facilitated by an experienced consultant, be for up to 30 participants and last approximately 3 hours.

Content examples are as follows:

- Operational Management
- Strategic Management
- Business Management
- People Management
- Resource Management
- Performance Management
- Team Management

These provide managers at all levels to debate and discuss matters relevant to the council and exchange ideas, share knowledge and experiences.



#### Potential Areas for Development:

In the following areas there is some evidence that you demonstrate behaviours that meet parts of the where development in the role is required:

1. Evaluates own learning and feeds back into the organisation
2. Considers feedback from others
3. Delivers effective presentations in formal settings
4. Uses technology appropriately
5. Undertakes detailed workforce planning to ensure the right staff with the right skills are brought into the organisation
6. Integrates equality and diversity into procurement processes, the vision, planning and delivery of the service
7. Sets quantifiable goals
8. Uses appraisal and personal/team briefings to implement the service operational plan and to monitor performance
9. Senses changes in the external environment and understands key risks to the organisation and in into decision making
10. Re-models work flows and processes to improve performance
11. Seeks ideas from outside the service area to improve performance
12. Plans and manages change and supports individuals through the process

