



## CLIENT SCENARIO

This University faced a considerable challenge in implementing a more consistent approach towards people management.

With concerns that any 'off the shelf' management development solution would not gain wide traction within the institution, VaLUENTiS conducted an extensive data-gathering phase, combining sophisticated analytical techniques with structured interviews to build a series of blueprint designs and subsequent course documentation and modular delivery.

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# DELIVERING 'A LICENSE TO MANAGE'

Sector: Higher education  
Type: Consulting/Managed service

## OUR APPROACH:

As an educational institute, the client had expertise at course design and development, but faced challenges in developing consistent, high quality people management across its own institution. Our approach was to define 'people management' within their context (linked to competencies); link these to a wide range of management frameworks and, on the basis of user data, develop advanced 'schematics' for course content delivery. Over 20 core course subjects were identified, with conjoint analysis and other analytical approaches used to identify key priorities.

Following this extensive design phase, VaLUENTiS provided resources to write two phases of course manuals, including facilitator guides. Courses incorporated 'mini case studies' gained in structured interviewing, to make materials particularly relevant to the client.

## VALUE OF PROJECT:

Given their context, the University was reluctant to buy an 'off the shelf' solution that was likely to receive a hostile reception. Through the use of VaLUENTiS design expertise and experienced resource, the University was able to roll-out a high quality, tailored solution which gained significant take-up and proved very cost-effective.

## PROJECT PLAYBOOK COMPONENTS:

- |   |   |
|---|---|
| ➤ STRUCTURED INTERVIEWING               | ➤ MODULAR COURSE DESIGN                           |
| ➤ INTERNAL CUSTOMER SURVEYING           | ➤ ONLINE DIAGNOSTIC LICENCE TO MANAGE METHODOLOGY |
| ➤ SOPHISTICATED TRAINING NEEDS ANALYSIS | ➤ TRAIN THE TRAINER SERVICE DESIGN                |

## SIMILAR PROJECTS DELIVERED IN:

- Business services
- Manufacturing
- Pharmaceuticals