



## Case Study: APL Logistics ILM Level 2 and Talent Management

### Developing talent through team leaders, mid-life and pre-retirement planning



*“We found that the impact on our employees was very positive. The programmes contributed to motivation, staff retention and personal development, all of which feed back into organisational success.”*



#### ORGANISATION OVERVIEW

The client offers end-to-end supply chain management services. They are a wholly owned subsidiary of a global transportation and logistics company and sister company to global container transportation provider. The UK operation consists of nearly 150 employees.

#### THE CHALLENGE

APL initially met PDT through their attendance at a talent management seminar, driven by their own need for a development programme for their ‘rising stars’ that included coaching elements and the appropriate level of accredited management training.

Encouraged by the results of their talent development, APL ran two ILM Level 2 Team Leader Programmes for their administration teams. Delegates enjoyed interactive, relevant and targeted learning around the core communications and people skills that drive up performance in their teams. A tangible shift in working behaviours has been achieved, attitudes and motivation towards personal development are positive. The content of the programmes and delivery greatly exceeded their expectations, with delegates continuing to subscribe to further open programmes.

Once APL had proof positive that training was a benefit that staff responded to, their next challenge was to broaden their implementation and further motivate and develop the talent throughout the organisation.

#### SOLUTION

APL is typical of the demographic working profile of the UK – much of its top talent lies in the 45+ age bracket. Spurred on by the calibre and response to the ILM training, Margot Freeman, APL’s HR Manager, worked with PDT to design a Pre-retirement/ Mid-life planning 2-day seminar to address the financial, career, social and health choices facing employees in this age grouping.

The programme was run offsite, facilitated by PDT with specialist presentations including from APL’s pensions manager, an independent financial adviser, an estate-planning and will-writing specialist and representation for the APL employee assistance programme.

#### BENEFITS

The two day seminar presented many challenges to delegates’ preconceived ideas of what their retirement will really be like, providing a “reality check” on finances, encouraging ownership of their future wellbeing in terms of income, health and social environment. *“It was important that staff understood that their employers were providing them a tangible benefit unconditionally, without any apparent return on investment. “The return for us will be increased staff motivation and a better informed workforce,” said Margot, “and certainly from a business point of view we will benefit from lower recruitment costs and improved performance.”*

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