



Case Study:
Logistics
Train the Trainer
Train the Coach

Contain the goods – not your people skills!



“By training teams in the workplace and letting them apply the learning practically and immediately, results were tangible. It wasn’t just ‘classroom theory’ – it was genuine, on-the-job development.”



The challenge

The Port of Felixstowe is the largest container port in the UK and one of the largest in Europe. Experiencing rapid growth, there was a need to develop higher skills in a systematic and cost-effective manner, to meet client needs and to keep the Port working at maximum efficiency. Importantly, it was essential to keep skilled staff motivated and to spread their knowledge through the organisation, sharing best practice and driving international standards.

The solution

The solution had to be practical and work within the constraints of an existing major change project. The Port’s Management team consulted with PDT, and a programme was designed that delivered Train the Trainer (City & Guilds 7302) in tandem with Train the Coach (ILM). In this way, the staff with the skills and qualities that were crucial to the organisation could spread their knowledge through peer group development. Built around key internal project milestones, the projects undertaken (and required for assessment to gain the qualification) related directly to active projects that were implemented within the Port.

Outcomes

- Everyone on the programme achieved completion of at least one programme, giving them an internationally recognised qualification
- The organisation now has 20 coaches, some of whom were working towards both awards, spreading learning throughout the organisation and using their skills to develop colleagues

By delivering the complementary programmes in tandem, coaches and trainers could apply their newly acquired skills directly into the workplace, to help develop the workforce at all levels.

Andree Funnell, one of the key trainers, said, “ *The ‘feel-good factor’ generated, as well as the workplace results, has created a real zest to face challenges head on.*”

Ongoing development

PDT are now working with Port of Felixstowe on succession planning and other further development.

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