2022 Learning

Inspiring and supporting learning for personal and career development



Welcome to Learning from IGD

Our purpose is to make a tangible difference to society, business and the individual. Learning from IGD fulfils this purpose by inspiring professionals throughout their careers and aiding the development of relevant work skills.

This helps them to meet the challenges of an ever-changing business climate and therefore, play an important part in driving the food and consumer goods industry forward.

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Free learning

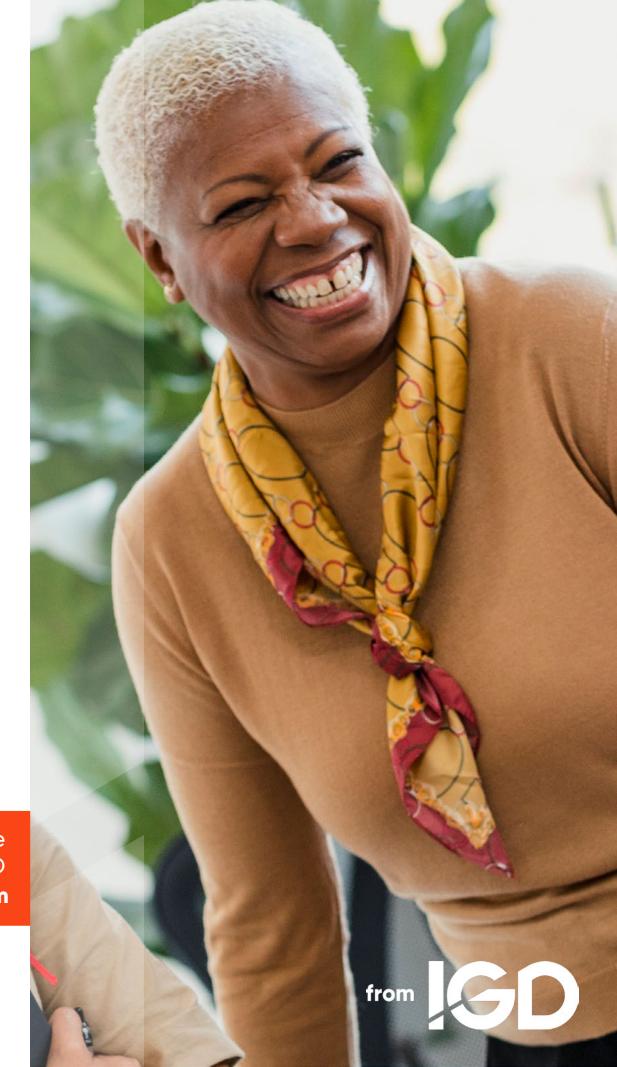
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Paid-for learning

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Companies we've worked with and book now

Find out more about IGD www.igd.com



How Learning from IGD can help you and your business

Free learning

Provides the behaviours and a great skills foundation which will help people in our industry to thrive in their roles and drive greater impact.

Paid-for learning

Develops individuals and teams with the functional capabilities they need to make better commercial decisions that improve the performance of their organisation.



Free learning

The food and consumer goods industry must accelerate efforts to build a workforce fit for the future.

Having enough people with the right skills is both a short and long-term problem for the industry and the competition for people is more challenging than ever.

We offer free learning programmes to give everyone in our industry the same opportunity to build a great skills foundation.

In 2021

Over 400

companies participated in our free learning programmes

15,688

free learning hours were delivered to industry colleagues 91%

of learners agreed they developed their skills

Benefits to you and your business

- Builds foundation level knowledge for free
- A unique combination of both relevant personal skills and industry awareness
- Brings the outside in and inspires curiosity, enabling learners to see alternative perspectives and connect with others
- Delivered in a flexible and bitesized way to enable learners to fit learning around their busy work schedules and put it into practice quickly
- We connect regularly with our L&D Network on the key skills, challenges and priorities impacting the workforce, so our programmes remain highly relevant for industry and drive social impact



Development courses

New Starter Skills course

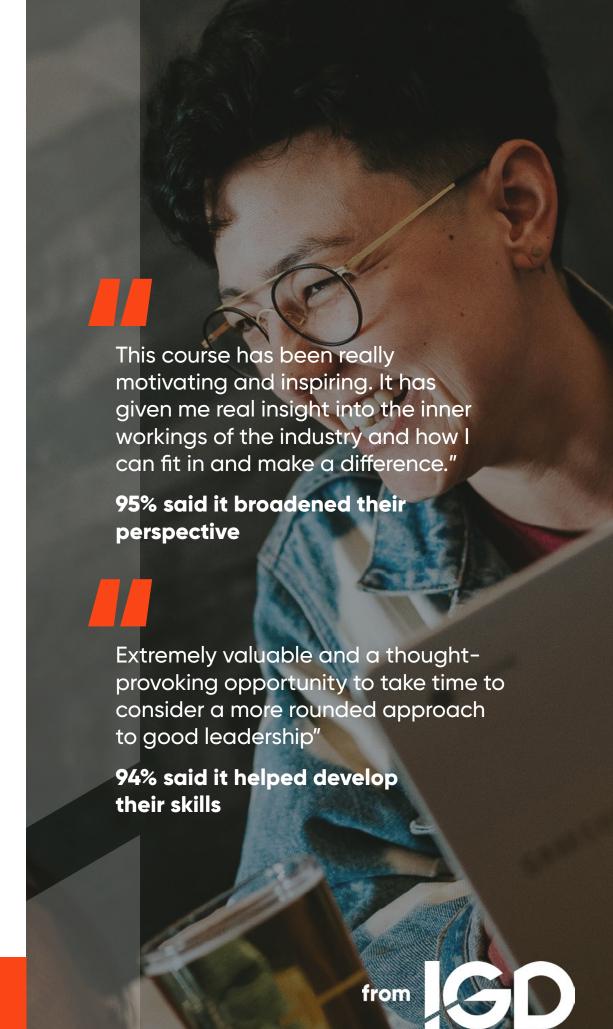
An all-round introduction to the food and consumer goods industry, this unique course combines industry knowledge and personal skills, providing the following outcomes:

- Improving knowledge and awareness about the industry and the forces shaping it
- Broadening thinking and encouraging you to see alternative perspectives
- Inspiring you to be curious and proactive, boosting confidence and personal skills

New Manager Skills course

A two-part course giving you the insight, tools and reflective space that you need to start your journey as a people manager and lead your team through challenge and change, providing the following outcomes:

- Broadening thinking and encouraging you to see alternative perspectives
- Providing the tools to motivate and manage individuals, inspiring people to try something different within their team
- Improving your understanding about how to create an inclusive and adaptable team



Mentoring programmes

Supply Chain Mentoring

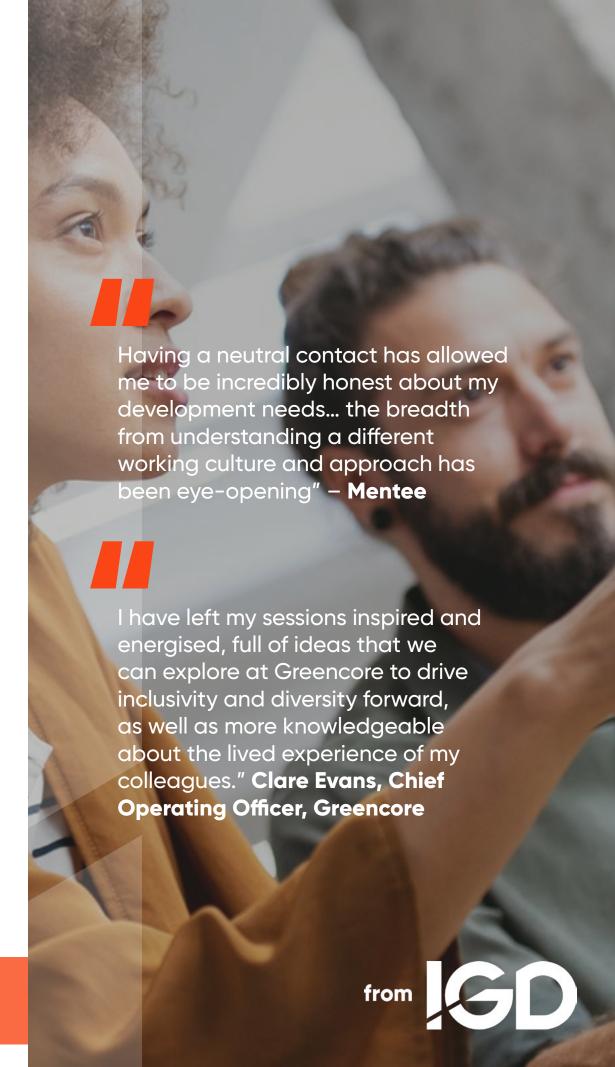
A cross-company development opportunity for supply chain professionals. We work with businesses across the industry to make non-competitor matches for those in junior roles through to Supply Chain Directors.

Inclusion and Diversity Reverse Mentoring

Through this mentoring programme we are creating a safe and collaborative space for leaders to hear the lived-in experiences of those from under-represented groups. This helps build knowledge and understanding of what great inclusion looks like and gives leaders the confidence to take-action.

Mentoring partnerships are made up of two individuals from different, non-competing companies across the food and consumer goods industry:

- A mentee a senior person who can impact the business culture i.e. director or head-of level. Someone looking to broaden their understanding of inclusion
- A reverse mentor someone from an under-represented background who would benefit from the opportunity to grow an external network and support a mentee. Someone who wants to be part of leading change in our industry



Lunchtime webinar series

Our series of lunchtime webinars cover a range of personal development and industry topics. They will provide you with the actionable insight, tools, and inspiration to help you increase your impact at work.

Create a growth mindset and achieve your goals

Gain clarity about what you want to achieve in the year ahead and consider how you are going to approach your development with the energy and intent that you need to achieve those goals.

Bite-sized industry insights - store of the future

Challenge your thinking and broaden your perspective on the industry by getting an overview of key trends and hearing different viewpoints from food and consumer goods businesses.

Wellbeing and resilience

Discover how to improve your personal wellbeing and support the wellbeing of your team members.

Unlocking creativity

Be introduced to a new way of thinking and talking about struggle – one that not only strengthens our resilience, but also unlocks our creativity amid challenging moments.

Transforming meetings

Explore how to create more effective meetings, which allow people to think more clearly, create better decisions and feel more energised.

Prioritisation

Unlock greater performance for you and your team with effective prioritisation tools.



Paid-for learning

This offers capability development solutions and experiential workshops with tutors who all have a wealth of industry expertise across all commercial functions.

These programmes will help to improve the way you work and unlock long-term commercial benefit for both organisations and individuals. Our commercial training is delivered virtually, face-to-face or on a bespoke basis, depending on each organisation's particular needs.

All our programmes can be accessed via open workshops, or can be tailored to the specific needs of your organisation. All our open programmes are available as virtual learning solutions and we also run physical workshops in the UK, Australia and New Zealand.

Benefits to you and your business

- Offers best practice capability solutions, tailored to the specific needs of each function and experience level
- Provides specialist understanding of the food and consumer goods markets, shoppers and trends
- Delivers robust plans, built together, like having us as an extra member of your team
- Helps to form closer and more effective relationships with internal and external stakeholders
- Builds confident and capable employees who are equipped with the abilities needed to overcome the biggest challenges



Category workshops

Successful Category Management

The first step in your category management learning journey. You will learn how to use category management principles to build meaningful relationships and plans with your retailers, identifying and delivering opportunities for the retailer and your business that benefit the category.

Advanced Category Management Techniques

Develop your category management techniques and learn to build better proposals. Our experts will introduce you to new tools and techniques that will improve how you deliver your recommendations.

Category Leadership

Find out the difference between category leaders and category partners. If you are looking to develop your capabilities in category management and aspire to lead the category agenda, this workshop is for you.



Book nowVisit <u>igd.com/learning</u> to find out more.

Insight, shopper and supply chain workshops

Data to Insight

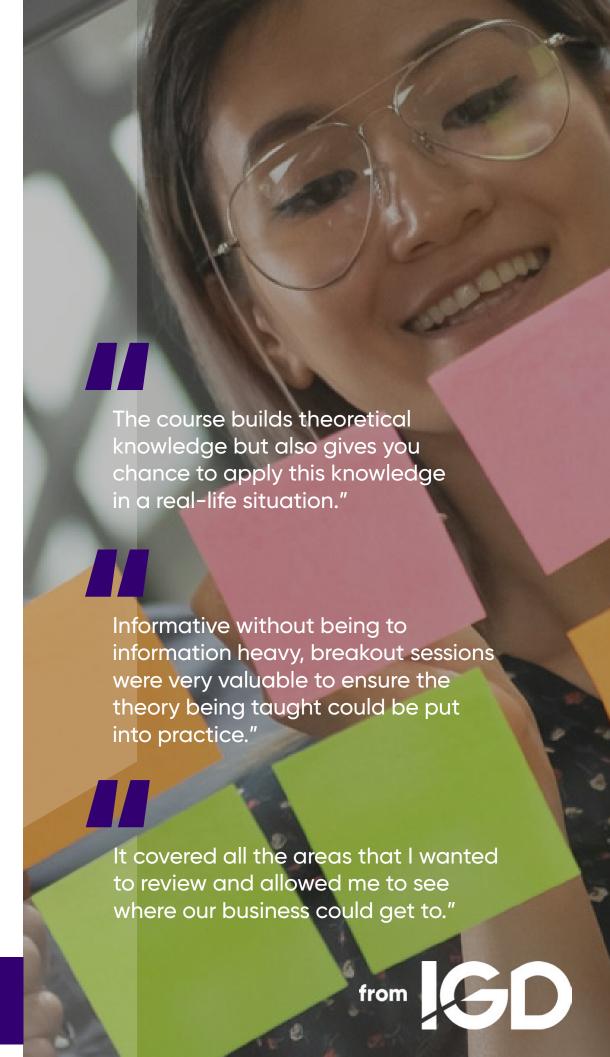
This workshop will take you through the main process required to distil reams of data into meaningful insights. Our industry experts will demonstrate techniques to ensure you uncover what is important in your data. You will discover what actionable insights are and learn a process to guarantee you go beyond sharing observations to delivering insights.

Successful Shopper Activation

How can you better align your shopper activation with what shoppers want now and in the future? Learn the key differences between shoppers and consumers and how you can increase your sales by applying shopper thinking to shopper activation.

Successful Supply Chain Management

The COVID-19 pandemic has caused a period of change on a global scale and supply chains will continue to play a key role during these turbulent times. This workshop will help you navigate through this change and showcase best-in-class case studies that you can learn from.



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Sales workshops

Successful Account Management

This training session is a 'how to' guide for all FMCG account managers new to the role or industry, those looking for a refresher, and others in customer-facing roles. This workshop has been tailored to be delivered virtually.

Successful Ecommerce Management

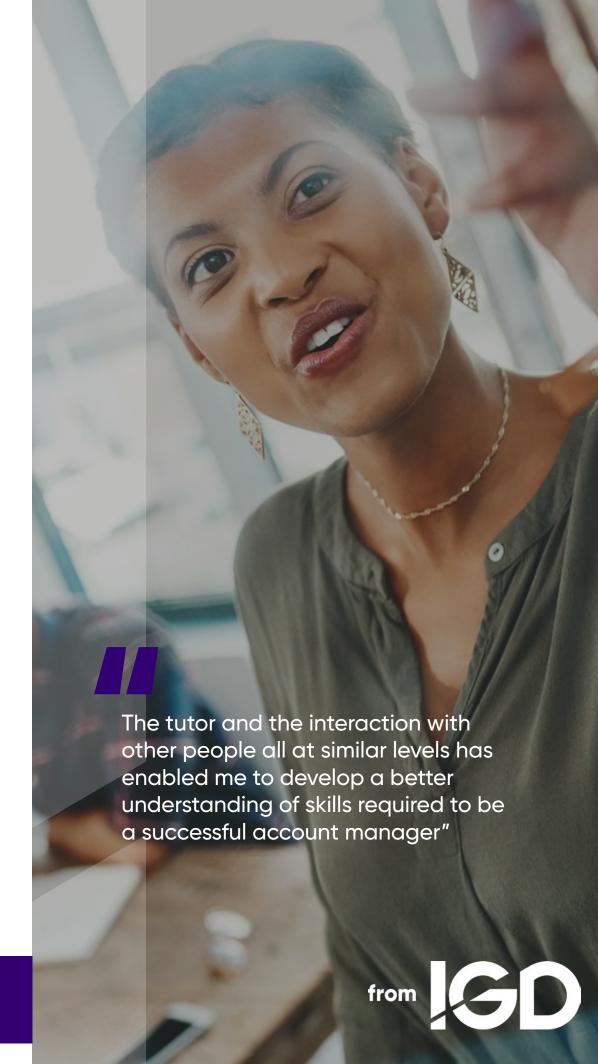
This virtual workshop will help you to understand the grocery shoppers' online purchase journey. As the shift to online shopping continues to grow, you need to be skilled in optimising the online channel for your brand to succeed. In our interactive session, you will also learn how to optimise the key drivers to purchasing for your brands and category.

Delivering Successful Promotions

What is a successful promotion? Through this two-day virtual workshop, you will learn how to influence the shopp er path-to-purchase and the importance of evaluating promotions to understand both short- and long-term impacts of the activity, and the implications on your future. We will also look at the latest trends and legislation affecting promotions.

Win-Win Negotiation

Through this workshop you will learn the optimal approach to negotiation planning and persuasive selling in a fast-changing industry. We'll also show you what winning delivery, skills, language and behaviours look like and help you to develop a successful negotiation plan to implement back in your role.



Book now

Visit **igd.com/learning** to find out more.

We support over 400 companies with our learning, including:









































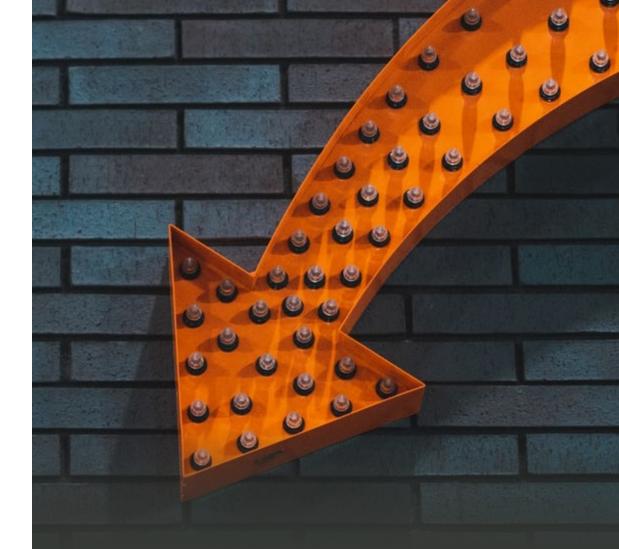












Book now

Contact us about any of our learning, we'd love to hear from you!

Visit **igd.com/learning** to find out more.

View our 2022 calendar

Share your experience on <u>LinkedIn@IGD</u> or Twitter@fromIGD

#AttractDevelopThrive

