

# Learning from IGD 2023

Inspiring and  
supporting personal  
and career development

# 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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# How we help you & 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 2022

**Over 400**

companies participated  
in our free learning  
programmes

**17,000**

free learning hours  
were delivered to  
industry colleagues

**91%**

of learners agreed they  
developed their skills

# How we help you & 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 you need to start your journey as a people manager.

Part 1 will help you:

- ▲ Develop your confidence as a manager
- ▲ Understand how to set up your team for success
- ▲ Explore how to get the most of your team

Part 2 will help you:

- ▲ Learn how to connect with your team more authentically
- ▲ Discover the tools you need to lead your team effectively
- ▲ Understand how to build a culture in which your team can perform at their best





**This course has been really motivating and inspiring. It has given me real insight into the inner workings of the industry and how I can fit in and make a difference.**



You can also join our live interactive events to re-connect with others and practice your skills – **see the latest events [here](#)**



# Mentoring programmes

## 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

# Mentoring programmes



**Having a neutral contact has allowed me to be incredibly honest about my development needs... the breadth from understanding a different working culture and approach has been eye-opening.**

**Mentee**



## 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.

# 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.**

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**.

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.



# How we help you & 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.





**Brilliant course, really useful  
and engaging content  
and the exercises were fun  
and educational.**



# Insight, shopper & 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.



**The course builds theoretical knowledge but also gives you chance to apply this knowledge in a real-life situation.**



**It covered all the areas that I wanted to review and allowed me to see where our business could get to.**



# 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.

## Revenue Growth Management

In this three-day virtual course from IGD you will discover the tools and techniques required for implementing a successful revenue growth management mindset in your business. The workshop will explore how to drive profit and revenue growth whilst remaining relevant to your customers and consumers.

## 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.

# Sales workshops



## 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.

**The tutor and the interaction with other people all at similar levels has enabled me to develop a better understanding of skills required to be a successful account manager.**



# Supporting over 400 companies

**AG Barr**  
BUILDING GREAT BRANDS

**ASDA**

**BAKKAVÖR**

**BOOKER**

 **brakes**  
a Sysco company

**BURTON'S  
BISCUIT CO**

*Coca-Cola*

**CO  
OP**

**Greencore** 

SINCE 1886  
**HOVIS**

**KARRO**  
FOOD GROUP

*Kellogg's*

**KP** SNACKS  
QUALITY PRODUCE SINCE 1945

  
**LINDT & SPRÜNGLI**

**McCain**

**Mondelēz**  
International

  
**Morrisons**  
Since 1899

 **Nestlé**

  
**pilgrim's**

 **PREMIER  
FOODS**

**Sainsbury's**

**SPAR** 

**SUNTORY**

**THATCHERS**  
EST. 1904  
— THE FAMILY CIDER MAKERS —

 **Yeo  
Valley**



# Book now

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

Visit [igd.com/learning](https://igd.com/learning)  
to find out more.

View our [2023 calendar](#)

Share your experience



#AttractDevelopThrive

from **IGD**