

‘Teach and go’ is over!

You attend a business management course. You learn a few new things but back in the office, you file your course manual with the others, and that is the end of it. In the past, both the attendee and the educator could get away with this.

Now, businesses expect a training course to deliver more and to deliver it straight away! “Education and training is no different from any other expenditure: businesses should see a return on their investment,” says Hugh Williams, Managing Director of Supply Chain Planning consultancy Hughenden. Education in Supply Chain Management can no longer be just about delivering knowledge and techniques. The educator must work with the client to ensure concrete actions and improvements will come straight from the training course.

Hugh Williams adds: “At the end of a Supply Chain improvement course, a client shouldn’t ask his team ‘what have you learnt?’ but ‘what have you achieved for the business?’ The days where an external educator could come in, teach and go, are over!”

There are many ways to ensure a training course delivers immediate business benefits. Particularly in Supply Chain Management, a course may feature assignments, action plans or benchmarking exercises, which should be tailored to cover issues specific to the client.

Some companies have reduced costs by reviewing their stock policies, challenging the production batch sizes or even de-listing non-profitable products, all as a direct consequence of this new way of educating. “This is because we stimulate delegates during our courses not just to understand their Supply Chain issues but to come up with potential solutions and actions, based on what they have learnt,” insists Hugh Williams.

Hughenden uses this new approach to education right across its course offering, from an Introduction to Supply Chain Planning to The Theory of Constraints, Planning & Scheduling and Sales & Operations Planning.

Hughenden specialises in Supply Chain Planning and focuses on the People (*skills, knowledge*) and Processes (*techniques, performance*). The Hughenden team offers focussed consultancy and interactive education. Its customers include Marks & Spencer, Kraft Foods, Johnson & Johnson, Hallmark Cards, and SCA Packaging.

For help with your Supply Chain Education Programme, email info@hughenden.net or visit www.hughenden.net