The power of a strong L&D brand – enhance the profile of your work to increase learner engagement

Chaired by:
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CIPD
The Power of a Strong L&D Brand
“The name given to a product or service from a specific source”
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- Raising our profile
- Improving our comms
- Enhancing our reputation

Diagram:
- Raising our profile
- Improving our comms
- Enhancing our reputation
The Power of a Strong L&D Brand

- MEDIACOM
- MINDSHARE
- WAVEMAKER
- m/SIX
- essence
- FINECAST
- XAXIS
- groupm
- WPP
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- Delivery
- Technology and eLearning
- Creative
- Projects

PROFILE
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COMING UP
OUT OF HOME SERIES
OLIVIA HOWARD

1. OOH - Intro to Out of Home
2. OOH - Why Out of Home?
3. OOH - Planning & Buying Out of Home
4. OOH - Creativity in Out of Home
5. OOH - Automated Buying
The Power of a Strong L&D Brand

COMMUNICATION
The Power of a Strong L&D Brand

Get to Know...

Motion Content Group

Friday 28th September
10:00 - 10:45am
The Power of a Strong L&D Brand

COMMUNICATION

Personal Skills

Upgrade your Soft Skills

Here you will find a combination of classroom, online workshops and toolkits supporting your personal and professional development. From negotiation or communication skills to Excel or Photoshop, we have everything you will need to nurture and develop your behavioural and technical skills.

Client Servicing | Communication | Financial | Team Management | Individual | Technical

WPP Workshops (WPP Workshops (Stand and Deliver, Pitch Perfect, Feedback, Messeiro, Momentum, Prince2, Agile/Scrum, Product Management))

Read more and book onto future workshops here
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REPUTATION
“You can’t build a reputation on what you are going to do”

- Henry Ford
The Power of a Strong L&D Brand

Profile
Communication
Reputation
Thank you!

What will you learn today?
Building the learning brand

Satnam Sagoo
Director of Learning
British Red Cross
The British Red Cross
connecting human kindness with human crisis
We always start with the person.

We are quick to act powerfully when we are needed.

The only side we take is that of the person in crisis.

We build our strength and influence through collaboration with others.

We combine skill and care to achieve meaningful impact.

Overall output:

**Our brand principles**

- Compassionate
- Dynamic
- Courageous
- Inclusive

The power of kindness.
The learning ask

Learn faster than ever before
Augment traditional strengths
Harness collective intelligence
Our challenge

Striking the balance between ensuring mastery and building capacity
Our vision

To build a learning brand that strives to support and develop our people, empowering them to connect human kindness with human crisis.

Our methodology is to create a truly blended approach to learning that is both equitable and sustainable; ensuring that our people are supported through their learning to always put the person in crisis first.

We will do this through a networked approached, having both staff and volunteer champions and by providing simple and effective tools.
Our aim

• Build the capacity and capability of our people to deliver high quality services and to cope with future developments and change;
• Ensure that the learning and development opportunities that we provide are of high quality;
• Enhance personal effectiveness and generic leadership and management skills;
• Make better use of evidence of best practice in relation to L&D, and technology to support deliver L&D opportunities;
• Make better use of opportunities to collaborate across the organisation and with external partners;
• Meet our statutory and regulatory requirements with respect to learning and development.
Our approach

- **Partnership** – with the organisation; not ‘command and control’
- **Ambitious** – seeing L&D as an essential enabler for individuals, teams and the organisation
- **Data driven** – generating reports and analysis at source whenever possible
- **Outward**- and **forward-looking** – using evidence and collaboration to improve
- **Efficient** – operating processes that make sense and can be followed easily
Our proposal

Growing our People

Organisational Success

Learning Organisation
Leadership

**Bespoke leadership offer**

**Catalyst Programme**

Emerging leaders (levels 1 – CEO)
Tailored programme - This can be done at any level from entry level to Board
Variety of modes of delivery LMS / face to face

**Management on the Run**
For existing managers needing a refresher / or for new middle managers
(covers bite sized “Getting the best out of people”)
Plus a master class – bespoke / tailored to group requirements

Getting the best out of our people (new managers and any level)
Standard programme designed to support new managers / Mandatory requirement for all new managers
(Supported by Management Essentials and FUSE)

Releasing potential (recognising the individual)
Meeting the needs of the individual – self learning programme

Emerging leaders
Grass Roots

Developing our People
Accessible tools

https://redcross.teamsandleadership.net
Our learning brand

Developing our People
to meet the needs of those in crisis
(connecting human kindness with human crisis)
**The journey so far**

“Just a quick message to say that I got the promotion to team leader and I’m sure the insight from your course helped me get the position”

“Thanks for the training, it was really useful to learn practical ways to induct and motivate volunteers, as well as the difference and importance of both formal and informal processes of resolving complaints, issues and concerns”

“It's an important topic and it's covered concisely. I'd like to think everyone who does it will appreciate why it's important and will strive to apply what it sets out in their jobs”

“I am better equipped to deliver training sessions in my local area. I have a better understanding of how to engage learners and make training interesting and worthwhile”

Gift Aid increase – £48,000 additional income in last 3 months; key contributor Fuse

The power of kindness
Questions?