

# COSTA

The Understanding Your Costa Business programme arose in response to a detailed training needs analysis and Costa's strong ambition growth plans.

It was considered essential to equip managers with training that enhanced their commercial acumen enabling them to 'work on their business rather in their business'.

## Project

We were engaged to design and deliver a commerciality programme to a population of c1,300 Store Managers, Nationwide. The programme comprised a suite of activities which catered for a range of learning styles and included:

- ✓ Building a business forecast
- ✓ SWOT review
- ✓ Knowledge sharing and objective setting
- ✓ Reviewing a store P&L
- ✓ Action Planning

## Our Role

As face to face learning time was limited to a one-day workshop it was essential that our learning solution incorporated pre-and post-workshop learning solutions. We also needed to ...

- ✓ Ensure the programme aligned with business-focused success measures to ensure clear ROI
- ✓ Provide a learning intervention which involved extensive practice, feedback, reflection for onward business application
- ✓ To facilitate all workshops providing a safe space for learning vulnerability
- ✓ Upskill capability, enabling individuals to reach their full potential whilst improving business performance

## Outcome

- ✓ Successful delivery of flagship learning programme
- ✓ Store Managers were able to demonstrate sound use of financial performance tools and understand their store 'Vital Signs'
- ✓ Create rigorous action plans to enhance store performance through Service, Sales, Standards and Smiles.