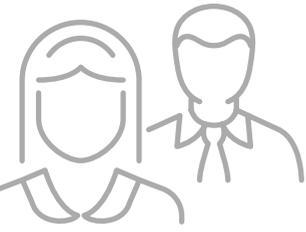


hit management academy



**Developing your future
leaders to enhance your
capabilities and boost your
business performance**



The HIT Management Academy is a highly practical experiential learning programme for anyone who is a manager or aspires to become a manager. It has been designed to allow you to develop your future leaders to their full potential. The academy enhances their knowledge, skills and behaviours and makes them shine in key value-adding areas.

The Management Academy is for those undergoing supervisory (level 3) and management (level 4 and level 5) apprenticeships. It is also accessible for leaders whose management skills could benefit from a refresh or boost.

How does it work?

Applying our proven expertise in business and management, we use a wide range of immersive learning techniques to deliver our programmes, including:

- ▶ Interactive online workshops
- ▶ Face to face workshops
- ▶ Master classes with experienced industry professionals
- ▶ Webinars, bite size 90 minute modules
- ▶ MentorMe, the largest hospitality management mentor scheme in the UK.

All learning styles are catered for. We create bespoke learning programmes for your organisation using a blend of learning techniques to match the requirements of each participant. This innovative mix hones your managers' skills and builds their capabilities as leaders.

Hilary Mosedale
HIT Head of Curriculum



Experiential learning

Adults learn best when they are actively participating in their learning; experiential learning techniques allow adults to 'Do – Reflect – Learn' from the experience, and actively try out what they have learned.

We offer a selection of one day face-to-face experiential workshops to ensure that the learning is consolidated in a way that best suits both learners and your business.

Determined to embrace technology and stay at the cutting edge of all development, we have created an authentic simulated business 'WeGo' which we use to allow fully immersive action-centred learning. WeGo is applied across the full range of our management training.

Industry professionals are key and add value

In keeping with our market leading position, we continually explore new ways to add value to the services we deliver to our customers. Creating reciprocal relationships with industry professionals plays a significant part in this.

These professionals deliver master classes and feature in a range of regular 90 minute live webinars on topics ranging from leadership and HR, to engagement, conflict management and communication.

Institute of Hospitality partnership

HIT partners with the Institute of Hospitality (IOH) to offer even more support to our hospitality apprentices. They are given an apprentice membership to the IOH during their apprenticeship which allows them access to a wealth of resources and events. As well as this we have introduced the MentorMe scheme, the largest hospitality management mentor scheme in the UK, which involves expert members from the IOH supporting our leadership and management apprentices at level 3.

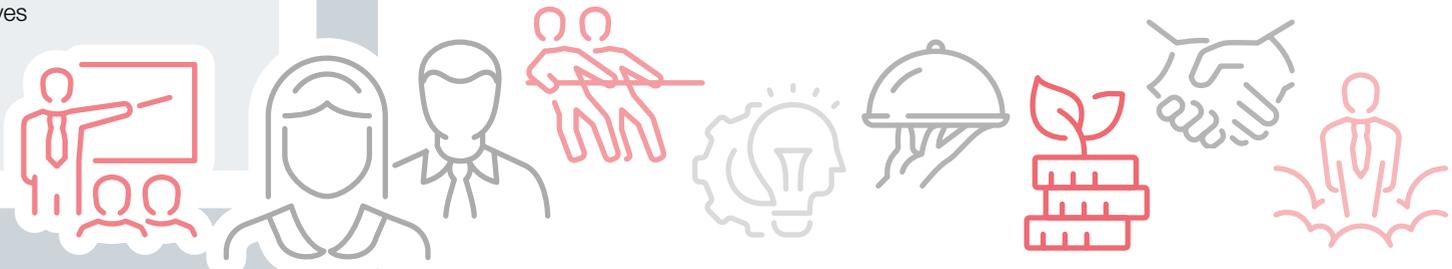
What management subject areas are covered?

Management is a vast and multi-faceted part of business which requires people with a variety of skills and expertise. It is the glue which holds businesses together to deliver the vision, product and customer experience. Our Management Academy covers the most important management topics.

We build bespoke workshops for employers which are tailored to their business's critical success factors, providing a personalised learning experience. Each subject can be delivered as a part of a management apprenticeship or as stand-alone management workshops. They can be delivered face-to-face or online, via interactive webinars or master classes. We'll work with you to make sure you get what you need.

Here are some of the most popular subjects:

- ▶ Legislation
- ▶ Managing Teams
- ▶ Finance Management
- ▶ Project Management
- ▶ Operational Management
- ▶ Customer Service and Communication
- ▶ Building Relationships and Communication
- ▶ Problem Solving and Decision Making
- ▶ Market Analysis and Business Strategy
- ▶ Recruitment and Selection
- ▶ Change Management
- ▶ Coaching and Mentoring.





LEGISLATION

Being aware of and complying with legislative requirements for your business and your sector is crucial. While exploring this topic, we look at how to ensure compliance, and the consequences for both the manager and the business of getting things wrong.

This subject includes:

- ▶ Regulations and codes of practice and how to ensure procedures are kept up-to-date
- ▶ How to correct and report failures according to organisational standards and procedures
- ▶ The process of hazard analysis/ risk assessment and how implementation of appropriate controls can minimise risks to the business and service
- ▶ How to apply the legislative requirements to your role and that of your team
- ▶ The implications of failing to comply with legislation and what to do in the event of a breach of legislation.



MANAGING TEAMS

The best managers have the tools to understand their team and the individuals within it. They know how to motivate people and communicate effectively, and understand key issues such as equality and diversity, productivity and customer satisfaction.

This subject includes:

- ▶ A range of motivational theories looking at team dynamics and motivation
- ▶ Staff development needs and how to conduct a training needs analysis
- ▶ The importance of setting SMART goals for staff to support staff development
- ▶ The many types of communication and how it can be altered to suit different situations and people and maximise its effectiveness
- ▶ Equality and Diversity in the workplace and how to ensure a fair and equal chance is given to all.

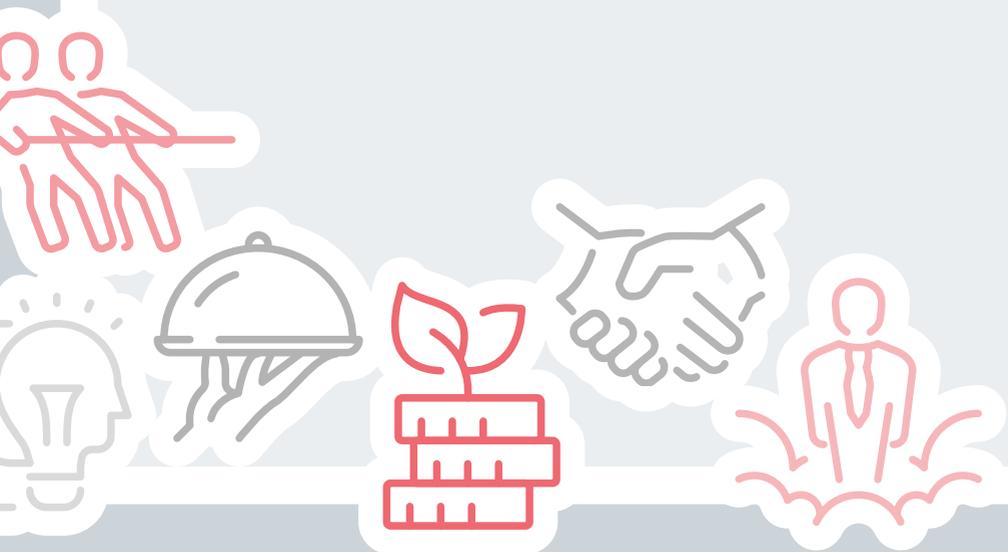


COACHING AND MENTORING

Many business people wish to develop their coaching skills to enable them to better manage individuals or a team. Wise employers also recognise the need for their managers to deliver meaningful and successful one-to-one skills training and coaching.

This subject includes:

- ▶ Coaching and mentoring skills, as well as coaching models
- ▶ Rapport building and communication skills
- ▶ Recording and reviewing coaching
- ▶ Management coaching or mentoring in the workplace
- ▶ Contracting and ethics.





FINANCE MANAGEMENT

Money really does make the world go around, so financial management skills are imperative in business, not just for the finance team. Every manager needs to understand the financial running of their business, including budgeting, costing, profit and loss.

This subject includes:

- ▶ The concept of value for money, what impacts this and how to achieve it when working with suppliers and customers
- ▶ Governance and compliance processes relating to financial reporting, dealing with income, record keeping and audits
- ▶ Setting realistic budgets and planning for contingencies
- ▶ Monitoring budgets to ensure efficiencies and control costs
- ▶ How can teams/departments within organisations deliver value for money.



PROJECT MANAGEMENT

Running projects, regardless of their size or budget, requires well-honed skills. They seldom succeed without the expertise of experienced and knowledgeable project managers.

This subject includes:

- ▶ The key stages and the processes of a project lifecycle
- ▶ The range of key roles within a project team
- ▶ Different project management tools and how they are used to manage a project
- ▶ The importance of reviewing a project
- ▶ Identifying and mitigating risks, and managing issues.



CHANGE MANAGEMENT

In order to maintain a profitable business within a competitive market, managers need to support and manage their teams through times of change. It's important to understand the various reasons for change and the change management models that can be implemented to support this.

This subject includes:

- ▶ Business analysis tools and areas where change may be required
- ▶ Identifying internal and external reasons for change
- ▶ Completing a Threats, Opportunities, Weaknesses and Strengths (TOWS) analysis to identify possible areas for change, the effect that this would have on the business, the team and individuals
- ▶ Stakeholder engagement and how this can be analysed to identify stakeholder prioritisation
- ▶ Risk associated with change.





OPERATIONAL MANAGEMENT

Operational plans are the roadmaps that deliver the overall business strategy. Staff managing operational matters need to have the skills, understanding and expertise to manage their area of the operation.

This subject includes:

- ▶ Implementing operational and team plans within agreed timescales and budget
- ▶ The importance of flexibility, and revising plans in response to changes in organisational objectives
- ▶ Positive and negative impacts of change on the operational team and techniques that can be used to support a team through change
- ▶ Managing operational data in the workplace and the importance of data protection
- ▶ Using technology to improve data management in the workplace.

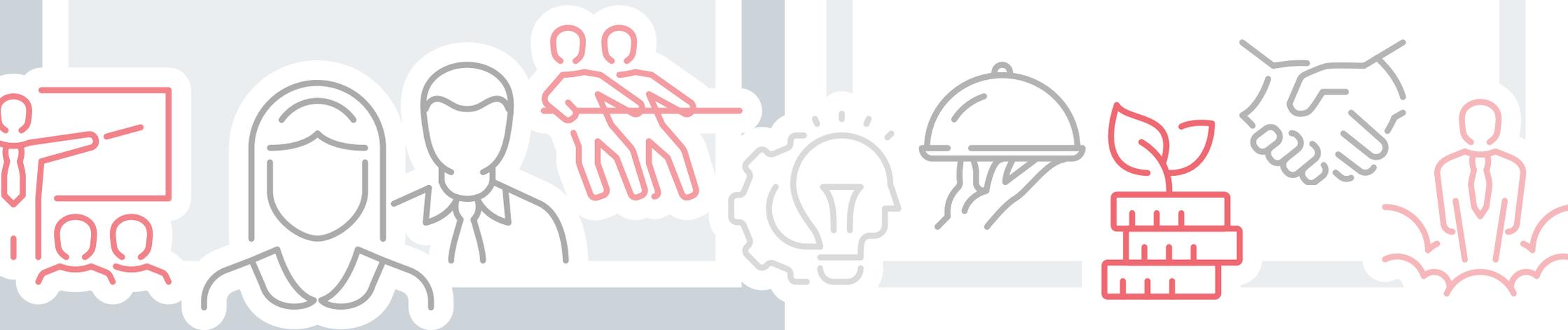


CUSTOMER SERVICE AND COMMUNICATION

Customers are the lifeblood of business, their decision to buy from you (or not) is make or break. Winning and then retaining your customers is a vital element of any commercial organisation, so you need your customer-facing people to be red hot.

This subject includes:

- ▶ What is excellent customer service, why it is important to your organisation and what your policy might look like
- ▶ Branding and customer profiling, as well as what affects customer loyalty
- ▶ The difference between customers' wants, needs and expectations
- ▶ The importance of verbal and non-verbal communication to your relationships with team members and customers
- ▶ Customer feedback and how this can be enhanced by improving the service/ products provided.





BUILDING RELATIONSHIPS AND COMMUNICATION

Relationships in business, as in life itself, can be complicated. Investing in skills to help build and nurture relationships, and communicate effectively, will always make sense. All your managers need to manage customer and stakeholder relationships, whether external or internal.

This subject includes:

- ▶ Skills required to build and manage business, customer and stakeholder relationships
- ▶ Approaches to effectively build and manage a range of relationships
- ▶ Different forms of communication and their application within the business world
- ▶ Cross team working and its importance in delivering organisational objectives
- ▶ Managing challenging conversations, delivering constructive feedback and understanding how to raise concerns.



PROBLEM SOLVING AND DECISION MAKING

Many management issues boil down ultimately to problem solving and/or decision making. Managers who are able to do these things are usually highly valued.

This subject includes:

- ▶ Understanding the nature, scope and impact of a problem and which data is required in order to do this
- ▶ Different techniques used for problem solving and decision making, and evaluating them to decide upon the best solution
- ▶ Reviewing decisions made, identifying how improvements to the process could be made
- ▶ Using problem solving techniques to inform decision making
- ▶ Escalating issues when required.



MARKET ANALYSIS AND BUSINESS STRATEGY

Marketing is about so much more than selling your goods or services; it's important to understand the market in which the business operates. You need strategic thinkers who know how to use the main tools and research available.

This subject includes:

- ▶ A market analysis, its purpose and how to do it
- ▶ Various strategy matrices, such as SWOT, TOWS and PEST, to aid understanding of the business's position and opportunities
- ▶ Direct and indirect competitors
- ▶ Evaluation of the business position using Michael Porter's Five Forces Model
- ▶ Macro and micro environmental factors that must be considered.



RECRUITMENT AND SELECTION

With the rising costs of recruitment and changes in employee attitudes, it's increasingly valuable to have a people strategy and succession plan in place. Selecting the right candidates is crucial for all businesses.

This subject includes:

- ▶ Comparing company people strategies, evaluating their effectiveness
- ▶ The difference between a job description and a person specification, and the importance of accurate information
- ▶ Various tools that aid the selection process
- ▶ Reflection on the reasons that employees leave, considering how to improve the risk awareness culture within your own team
- ▶ Implementing talent management and succession plans.



GET IN TOUCH

Could your business benefit from better management?
Contact the HIT Management Academy Team

0800 093 5892
hittraining.co.uk

 @HitTraining

Hilary Mosedale

Head of Curriculum

learning.development@hittraining.co.uk



HIT Training Ltd
24a Cecil Pashley Way
Shoreham by Sea
West Sussex BN43 5FF