



CBC AUSTRALIA CASE STUDY

THE ISSUE

A national 50 year old company needs to lift its middle management to achieve projected growth.

THE SOLUTION

LMA delivers its accredited Certificate IV in Frontline Management to potential and existing managers drawn from 60 branches.

THE RESULT

CBC's emergent middle management level has the professional and transferable management skills to move between its operations nationwide and forms



LMA outperforms the competition to deliver CBC Australia's training nationally

Among the businesses within the INENCO group is Consolidated Bearing Company (CBC), Australia's biggest distributor of bearings, power transmission and sealing products to the mining and industrial sectors, with 600 staff.

As part of INENCO's growth strategy, CBC kick-started succession planning and identified the need for professional management training to build its middle management skill set. LMA has a proven and national programme which, over time, will allow CBC to attain a consistent standard across its 60 branches. The first 25 CBC staff from three states have graduated from LMA with the Certificate IV in Frontline Management, ensuring CBC have a pipeline of talent with skills transferable across the businesses within the group.

TRAINING IS KEY TO GROWTH FOR INENCO:

Brett Bartholomew, Managing Director of CBC explains, "CBC is built on a 50 year proven model and INENCO was formed to enable us to build a bigger organisation by crossfertilising the skills within CBC. Our culture is to promote from within, yet we needed better managers in order to grow.

LMA's training is a vital key to this. When our middle managers in graduating from the LMA course presented their projects to the Board, we were amazed at what they are capable of. The result is as a company we're pulling up our management standards nationally." Brett adds, "We used to just take a punt selecting sales and branch managers, but it sometimes fell over." Sue Pickering, Leadership and Learning Facilitator CBC adds, "When we started succession planning we realised people we had nominated 3 to 5 years out for key positions had no formal training. Our internal training is product and sales based so we needed to give them a grounding for management by introducing professional training.

“LMA gives us our middle management level – a vital key to CBC’s growth.”

Brett Bartholomew, Managing Director CBC

“It was not just theory, LMA gave us realistic and practical tools we could apply straight away, whatever our position.”

Vince Caraffa, Branch Manager, Bankstown CBC

To discuss how we can help you achieve exceptional results in your organisation, contact us on (Aust) 1800 333 270 or (NZ) 0800 333 270 or visit www.lma.biz

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LMA BEATS THE COMPETITION IN THE TRAINING ROAD TEST:

Brett recalls, “With another training provider we tested alongside LMA the results proved questionable as they showed no commitment to what we wanted to achieve, and their own issues got in the way. In contrast, LMA are

APPLYING THE LMA LEARNING TO WORK ISSUES:

Mike Wedd, State Administration Manager for CBC in NSW mentored three of his team through their Certificate IV in Frontline Management.

Mike explains, “What impressed me was the ability it untapped in each of them. For their individual projects they took on work issues I never get time to focus on. One came up with an action plan to address the problems of rostering staff across multiple branches in many states, for instance. Great ideas and it showed me I could delegate this to others and get them involved.”

Mike observes the benefits of the LMA training for his team as:

- Untapping latent problem-solving ability
- Instilling confidence
- Giving them the people management skills to progress their career
- Imparting a strategic and financial understanding of the business

WHY THE LMA APPROACH WORKS FOR INENCO:

Identifying the strengths of the LMA approach in action, Mike cites:

Feedback Online: “We work in different branches so viewing and updating reports online is crucial.”

Action Plans: “Breaking down the major project into a week by week commitment to the course meant it was well structured and paced and happened.”

Win: Win Agreements: “This works as a progressive commitment to achieving the agreed goals, broken down into 7 day goals and large and small goals.”

Vince Caraffa, Branch Manager and course graduate in Mike Wedd’s team concludes, “The courses were well presented and structured, timed for 7.30am which was preferable for all of us, and set at a pace that kept you interested the whole time. The modules were delivered orally and via audio to cater for all learning preferences and to maximize knowledge retention.