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MAINTAINING DEVELOPMENT SUCCESS AT A WORLD LEADING FMCG COMPANY

UK&I SCOPE

AT A GLANCE

BENEFITS

- Unifying, consistent approach, supporting talent moves.
- Economies of scale from development solutions.
- Increase sales where measurable approx £450k.
- Cross learning opportunities
- Development pathways

CHALLENGES

- Siloed business, inventing their own solutions.
- Lack of measurement and tracking of outputs
- Limited opportunities and movement between divisions
- Pressure to reduce limited capability budgets (seen as training)



Passionate advocate of human develop practices that really drive outcomes.

Proven track record of driving impact, development and performance through end-to-end capability-building practices across global, regional and local settings for some of the world's largest organisations.



OBJECTIVES

To Maintain and improve a sales capability function, unifying 12 distinct business divisions of this large global FMCG, ensuring consistency of development solutions to support bench-marking, measure outcomes, drive performance and support talent movement across teams.

APPROACH

Alignment on objectives and priorities for the Sales capability functions was key, ensuring all sales directors supported and advocated the direction was critical to success. Curating and scaling the best development solutions with clear outcomes aided buy-in, negotiating preferential terms for increased usage was also key to reducing cost.



KEY PRINCIPLES

Project Management & Communication

Setting out a clear project roadmap, with delivery dates, owners and responsibilities was integral to anchor this work, setting a regular communication rhythm also helped.

Stakeholders Management & Communication

Managing a diverse group of directors who all had separate agenda's was the singular largest challenge, this was overcome with comprehensive management, utilisation of others and compelling influence

Negotiation

Creating a double win with our external capability suppliers to reduce cost and create mutually beneficial agreements.

