

Case Study No.5



Computer 2000 including its business divisions Azlan and Datech 2000 is the UK's largest trade-only distributor of IT products and services.



We help Computer 2000 develop their leaders

"Feedback for this programme has been extremely positive and the on-going support they give upon completion of the course is excellent. Morale has been enhanced with many participants learning a great deal about managing themselves and their work colleagues. It is great stuff. Keep it up."

HR Director

Background

In the competitive world of computer hardware and software sales, Computer 2000 had grown rapidly to establish itself as one of the market leaders. In this pressured environment the ongoing challenge was to motivate and get the most from its people.

Objective

When we became involved staff turnover was increasing due to perceived high levels of stress. We were asked to develop a leadership programme that would be relevant to a demanding sales environment.

Methodology

We developed a series of workshops, the first for the General Managers. Initially three specific themes ran through these workshops: improving staff retention, customer service and profit margin. After the success of the initial phase the focus moved to people management and leadership. Currently we run a short programme of two day workshops and a 360° feedback mechanism with a follow up one to one interview.

Over 150 junior to senior Managers have now attended the workshops which include one day at an outdoor development centre.

Outcomes

The challenge remains to hit tough targets whilst maintaining high morale. The people management and leadership programme continues to be seen as a key element in helping to achieve this.