

Jaguar Land Rover Conduct Analysis

Client:

Jaguar Land Rover is the UK's largest automotive manufacturing business, built around two iconic British car brands: Land Rover, the world's leading manufacturer of premium all-wheel drive vehicles and Jaguar, one of the world's premier luxury sports saloon and sports car marques.

Requirements:

To develop and deliver a programme that supports and promotes robust analysis prior to making recommendations. The programme is aimed at all levels in the business and is to be a fun and interactive session based on a broad range of tools with practical activities to enhance the learning experience.



Capella's Input:

Development of the training package to fully meet requirements, align with the JLR 3-level training structure and to fully integrate with existing Best Practice resources

On going delivery of the one-day training programme

Interactive engagement with delegates through the use of practical activity and use of the "Bridge Building Scenario"

Clarification of post-course expectation delivered to delegates

Continual update of material content to keep fresh and current

“ New skills gained from the course which will be of value are the sections covered under 'Analysing Situations'. The use of SWOT and SMART can be applied to future projects. Other tools can also be used, such as MMCE and PEST analysis. ”



Results:

Seven programmes have been delivered to over 90 delegates

Routine application of SWOT and SMART

Better understanding of customer through use of MMCE (Manage My Customer's Expectations) documentation

Very positive feedback leading to fully booked courses for 2014 and 2015

“ Had not previously used the tools SIPOC, PEST, SWOT and Pugh Matrix. This has increased my knowledge and options when problem solving. This can only be a good thing. ”

