

# Welcome to JAM Development

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If you are ready to make the difference that makes you and your company stand out above the rest, then please read on.....

Here at JAM Development Ltd. we have years of experience as training & development consultants, working with clients such as Virgin Mobile, First Direct Bank, Electrocomponents Plc, RS Components, Countrywide Property Lawyers, Bookham Technology Plc. We have successfully implemented Change programmes, delivered development programmes and helped many companies to maximise their resources through the development of people.



In this information pack you will find:

- An information leaflet
- Training courses
- Client Testimonials
- Contact details

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## Helping to Develop 'STAR' Performers

### What is 'STAR' performance?

Think about it. What is it that makes an individual invaluable to your organisation? What is the difference between 'a poor performer', an 'average' performer and a 'star' performer? At JAM we believe that STAR performance in any organisation and at any level can be attributed to 3 key areas.....KNOWLEDGE, SKILLS and ATTITUDE!

Again, think about it. In whatever job you do you need (and so will your people) a certain amount of KNOWLEDGE to perform well. This might include things such as product knowledge, information about competitors, technical knowledge. You will also need to have a set of SKILLS (as will your people), which are developed and enable you to do your job well. These might include I.T. skills, presentation skills, customer service skills, report writing skills etc. And above all.....

You will need to have the right ATTITUDE(as will your people!) So, what does this look like, sound like and feel like in the working environment? Most people have a perception of what a positive and negative attitude is. Many have experienced both in the workplace. But an attitude is something that is on the 'inside' of a person - you can't see it! What you can see though is the behaviour, which is displayed as a result of the attitude. This is something that can make a huge positive difference when it is right and a huge negative difference when it is wrong.

Many managers, with whom we have worked, have confessed to recruiting people who have the 'right attitude' but lack some skills and knowledge. In these cases it is recognised that it is the attitude, which is the primary requirement at the recruitment stage. The 'ideal' is clearly a combination of all 3 but choices have to be made in recruitment situations. Fortunately, our experience tells us that all 3 are 'developable'.

We have experience of 'making a difference' in many large and small organisations, helping in the development of people in all 3 key areas. We offer a broad range of people development initiatives.

Our philosophy is to work with people and to create a learning environment, which is inspiring and learner centred. Our Trainers and Development Specialists are carefully selected, to ensure that you get the best and the right person for your organisation. After all, our people are our business; your people are your business and all businesses need STAR performers!

At JAM we prefer to develop bespoke solutions, which are aligned to meet the development needs of your people.

The experience of our consultants within the field of training is vast, and allows us the flexibility to provide many types of training courses.

The following lists give you an indication of our areas of specialism:

#### Leadership & Management

- Performance Management
- Coaching skills
- Developing Others
- Building High Performance Teams
- Managing Change
- Effective Working Relationships
- Leadership skills
- Project Management
- Introduction to Supervision

#### Personal Effectiveness

- Assertiveness skills
- Communication skills
- Customer Service excellence
- Time Management
- Influencing Others
- Maximising Personal Impact
- Learning to Learn
- Presentation skills
- Telephone skills

#### Others:

- Train the Trainer
- Team Building Events
- Development Centres
- Assessment Centres

We can design courses to suit your needs, including in them, topics you want and excluding those you don't.

We recognise that you may just want an 'overview' of a subject delivering in one day, rather than a full 3 day course. We have the flexibility to do this, whilst meeting your requirements.

Be assured that whatever we develop & deliver, we will make it interactive and enjoyable, whilst achieving results at the same time.



## Leadership & Management Courses

A recent study by Hey McBer suggested that employees will willingly give just 20% of their capability at work. Getting people to contribute at a higher level very much depends on the 'climate' in which they work. Clearly this can be greatly affected and enhanced by a good manager.

Our Leadership & Management courses are designed to help managers improve their skills, knowledge and behaviours so that they get the best from their people.



### *Case Study*

#### *The Request:*

A law firm contacted us with this request: *'help us to turn our solicitors into managers'*.

#### *The Programme:*

After a discussion around their needs and specific requirements we developed a two day programme.

During the first day of the programme we concentrated on 'role model behaviour' for managers. Specifically, we looked at communication and having impact. The second day focused on 'managing the performance of others'.

#### *The Agreed Programme Objectives:*

##### Day 1

- Have developed the skills and techniques required to maximise your personal impact
- Have developed greater self awareness through self analysis and feedback from others
- Be able to use a range of assertiveness techniques
- Be able to enhance your communication style through the use of vocal, visual and content impact

##### Day 2

- Have an insight into the benefits of effectively managing performance to CPL, our employees and the management team
- Be able to set meaningful goals and objectives
- Know how to give feedback which is constructive and developmental
- Have developed strategies for managing underperformance
- Have practised using 'the coaching model'
- Know how to adapt your coaching style in a way that has a positive impact on the performance of your team members

#### *The Results:*

This was the first 'management training' ever in this organisation. The evaluations were first class and, more importantly, senior managers reported positive behavioural changes as a result of the training. We are currently developing a follow-up course for the same client.

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## Personal Effectiveness Courses

A range of courses aimed at increasing Personal Effectiveness (see the list of courses on the previous page). Working on the principle of developing exceptional people we work with people to identify what 'Great Performance' means in terms of knowledge, skills & behaviours, for a particular subject area. For example, if we were working to develop 'Presentation Skills', we would identify, what, knowledge, skills & behaviours, are demonstrated by a great presenter. We then work with groups & individuals to raise their skill and performance levels.



### Case Study

#### *The Request:*

We would like a one day course, which achieves the following:

- Gets people from different teams working together towards shared organisational goals
- Focuses people on developing relationships with all parties in the process (internal & external)
- Keeps people focused on customer relationship management
- Gives people, at all levels, a fun day with a purpose

#### *The Programme:*

Through discussions with our client, we developed a totally experiential day in which people took part in exercises & simulations, which replicated work based situations.

#### *The Objectives (explored during the day):*

- The importance of building quality relationships
- Communication is the key to teamwork & relationship management
- To see the relationships with internal & external customers in a more positive light
- To demonstrate the importance of communication & teamwork across other teams & boundaries
- The importance of taking personal responsibility for seeing things through to a conclusion

#### *The Results:*

The Centre Manager reports higher levels of teamwork & collaboration across the Centre. This has helped to develop a willingness to move around from team to team within the Centre, thus creating a feeling of 'one big team' within the workplace

Teamwork & collaboration are behaviours, which are definitely needed, as the company embraces, major, ongoing change.

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## Other Courses & Initiatives

There are often initiatives, which don't necessarily fit into a particular category. In this section we would like to give you some information, built around short case studies.

### ***Train the Trainer***

#### *Case Study:*

A recent project, involved us developing and delivering a 2 day course with the main focus on delivery skills. This was for Health & Safety officers within a retail organisation.

Their main function was to give help, advice & support, with occasional training Courses to deliver.

The 2 day event was very practically focused, with the participants delivering and receiving feedback on the actual sessions they would be required to deliver at work.

### ***Team Building Event***

#### *Case Study:*

In a recent 1 day event, we worked with an I.T. Development Team to examine their business strategy, and ways in which they could achieve their desired outcomes. This was very much a 'work related' event, though we have also



### ***Development Centres***

#### *Case Study:*

We developed and implemented a Management Development Centre, which was so successful, it replaced our client's existing assessment centre process, and was rolled out to hundreds of people over a two year period. We built this Development Centre to support the client's competencies within, it's competency framework, using a 'business simulation' exercise.



## RS Components

A successful organisation with a reputation for excellent customer service challenged with working smarter, becoming more customer focused and adopting a 'can do attitude'.

Faced with meeting this challenge in Customer Services I was looking for a training and development company who would work in partnership with me to define competencies, identify skills gaps and develop an event that would not only address the skills gaps but set the context for a whole new way of working.

With JAM Development Limited, I found an understanding of the business issues and a desire to meet the needs of the management team in question. Within tight deadlines JAM defined a set of management competencies, facilitated a development centre for the management team and designed and delivered a creative and challenging 3 day programme in Maximising Personal Impact.

The results of these activities have been a behavioural change within the Customer Service management teams and a catalyst for continuing change.

"A professional trainer with a real commitment to developing the individual" has been the feedback from those attending Maximising Personal Impact, and I can agree with this wholeheartedly.

I believe that the relationship established with JAM Development has been a key enabler to the success of the change programme within the Customer Contact Centre and I look forward to this relationship being long lasting.

Customer Contact Centre - Business Manager



JAM Development Limited was set the tough task of designing and writing a competency based framework supported with detailed role profiles for all our key Customer Centre personnel. This needed to be really simple and straightforward with 'minimum fuss' but maximum effect.

Julie Metcalf from JAM immediately 'fitted in' to the Virgin style and culture, getting input and ideas from all levels. Julie was always available - either visiting the office or at the end of the phone - happy to talk through ideas and suggestions.

JAMs work was really comprehensive, innovative and very 'Virgin Mobile'. This work now forms the 'backbone' of performance management in the Customer Centre.

This was the second 'partnership project' with JAM, with many more to follow in the future.

Rachel Denmeade  
Training and Development Manager  
Virgin Mobile

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## Electrocomponents Plc

Julie Metcalf has worked for a number of years with our subsidiary company, RS Components, particularly in the area's of enhancing our Customer Service departments, designing and running Assessment and Development Centres and working with individuals on maximising their personal impact.

Julie's success at RS resulted in her working with us at Electrocomponents plc to design and deliver a high level Management Development Programme for the senior managers in the UK, France, Germany and Italy - all to be delivered in the local language. The programme covered a number of Leadership area's, including many behavioural and change modules and JAM arranged translation and local delivery of the modules outside the UK, ensuring consistent quality and professionalism across all four countries. The programme has been a great success with plans to not only continue but also to extend the programme next year.

I would have no hesitation in recommending Julie and the JAM organisation to other FTSE 100 companies, as her professionalism and individual approach to training and development as a partnership with business is a key enabler to success.

Marilyn Hoffman  
Group Training & Development Manager

## Polk Automotive Intelligence

Jam Development Limited have assisted us with many of our development needs for a couple of years.

Our initial attraction to JAM and indeed one of the biggest ongoing benefits is their approach to individual solutions for each of their clients as opposed to the "off-the-shelf" packages that many development consultants offer.

We will certainly continue to use JAM as our external training provider and would recommend their services to anyone with development needs.

Linda Rhodes  
Human Resources Manager



I have used the services of JAM for the last two years.

Most recently they delivered a Management Development course for all senior managers within our company.

JAM, have always exceeded expectations in both the planning and service delivery of the courses they have run. Their innovative approach and attention to detail has added great value, particularly in the planning phase and lead up to the courses.

They are dynamic and creative in their delivery and the feedback from staff has always been of the highest degree with comments made on the reality and practical approach taken in linking the training to the needs of the group.

Their determination and passion for ensuring the corporate values and branding are incorporated within the training has also resulted in a seamless transition between delivery of training and objective setting on the job.

JAM, have delivered a range of development courses for us. JAM developed these having gained a thorough understanding of our needs and objectives. Time invested 'up front' with JAM has ensured a tailored approach to training, resulting in our managers, achieving maximum benefit.

I would have no hesitation in recommending them.

Susan V Leckenby  
Centre Manager



# Contact Us

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If you would like us to contact you please fill in your details below, fax or post it back to us, and one of our team will get in touch with you:

Name: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

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