



THE TIMES 100

BUSINESS CASE STUDIES

Teacher guide

Training and development - Morrisons

Where does the lesson fit?

This session could be used as an introduction to Training and Development in a People or Human Resources module



Suggested resources & activities related to training and development and Morrisons

- Full Morrisons case study
- Training and Development PowerPoint
- Customer services lesson resources
- Morrisons crossword
- Morrisons word search

Suggested timings for the session

5 mins	Starter e.g. Morrisons crossword
5 mins	Use the Training and Development PowerPoint to discuss the topic
5 mins	Read the case study
10 mins	Questions
20 mins	Task . investigation
15 mins	What have you learned?

Answers to questions

1. What percent of managers in Morrisons are home-grown i.e. trained by the organisation rather than recruited externally?

70% of Morrisons' managers are home grown



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2. Give some examples of training and development opportunities provided by Morrisons.

Examples include:

- Apprenticeships
- In-house degree programmes
- Graduate programmes
- Retail Skills qualifications (QCF)
- Morrisons Academy . partnership with Bradford School of Management and the Bradford Business School
- Coaching

3. Explain the three areas that help Morrisons to deliver exceptional customer service.

The areas are:

- Training . ensuring colleagues have the skills and motivation required
- Coaching . to build self confidence and commitment through support, mentoring and guidance
- Communication . to ensure colleagues are aware of benefits and changes

4. Analyse the benefits to both the business and its employees of providing training and development opportunities.

The benefits to colleagues include:

- Opportunities for colleagues to learn while they earn
- Gaining qualifications
- Promotional opportunities
- Satisfaction of doing a good job

The benefits to the business include:

- Employees providing better quality service
- Retention of customers
- Retention of workers
- Ease of recruitment by selecting worker who are already in the company

What have you learned?

Expected learning would include:

- Meaning of training and development
- Examples of training and development
- Benefits of T&D to the workers
- Benefits of T&D to a business