

Carlsberg is one of the largest breweries and one of the most famous brands in the world, universally known to consumers as “Probably the best lager in the world”.

Linac has been working in partnership with Carlsberg for nine years and has been extensively engaged in organisational development, business improvement programmes and management development across the business.

One assignment involved helping the UK Northampton operation to improve productivity, reduce costs and meet increasing sales demand. The key objective was to build an efficient operation that would identify and embed best practice. Increased leadership capability was required to sustain performance improvement and continue to meet future sales.

An organisational and productivity analysis identified and prioritised immediate business opportunity. Team structures and roles were aligned to specific operational processes and strategic goals. At the same time Linac set about creating a culture of Continuous Improvement and a ‘Can Do’ attitude at all levels.

Work involved coaching and training of managers and team leaders to improve individual capability and ownership for change and the introduction of new processes such as operational performance reporting and review and real time monitoring. Linac also designed and delivered a series of assessment centres for the selection of new role incumbents.

The programme enabled the business to meet sales demand and improve lead times. The greatest achievement resulted in a reduction in overall contract manufacturing costs.

Leadership



Management



Coaching



Personal Effectiveness



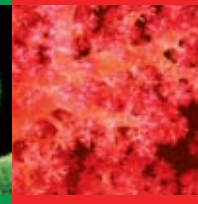
Training for Trainers



Sales



Customer Service



Learning Technologies





Carlsberg

...And here is the great feedback that we got from Carlsberg!

"Feedback has been unanimously positive and highly complementary of the Linac approach and its impact. The improvements made in twenty weeks have seen a saving compared to this time last year of £1.5 million pounds in contract manufacturing costs. This projected for the year will result in a £5 million saving. A fantastic effort."

**Mick McKeown, Development Director
Carlsberg UK**

Call Linac today to find out how we can help you to get the best out of your leaders

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Learning Technologies



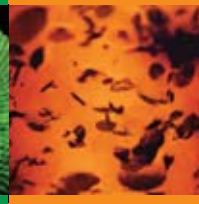
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