

Somerfield turned to Linac when they needed to design a very specific and operationally focused Train the Trainer for their Store Managers across the UK.

Somerfield is one of the best known UK high street supermarket chains with a focus on fresh produce and convenient shopping. Recently acquired by the Co-operative Group, the UK's largest mutual retailer, Somerfield continues to offer an easy alternative to the larger out-of-town supermarkets.

Following Linac's outstanding success delivering a central programme of management and personal development workshops and a coaching programme to Retail Services Linac was to deliver the Store Manager Train the Trainer programme. Linac developed a bespoke Train the Trainer programme for store managers across the UK. The programme needed to equip Store Managers with the key facilitation skills they would need to be able to deliver the Duty Manager programme.

Linac designed a comprehensive, highly practical and participative programme that allowed store managers explore the essence of modern training techniques as well as having an opportunity to put the theory into practice. This allowed managers to build confidence and to develop a natural, effective and adaptive training style.

To date 20 programmes have been delivered and the feedback has been exceptional with many participants claiming it is the best training they have ever received. There has been an impressive step change back in the business with the Duty Manager training programme now running smoothly and having added impact.





Somerfield

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

"Not what I expected and was better for it. More training courses should be held this way."

Jim Heath
Duty Manager Programme , Somerfield

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

T: 01684 299220

E: info@linac.co.uk

W: www.linactraining.co.uk

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