

Regional Integrated marketing

For Bottom Line Profitability

The Organisation

Mt Eliza executive education, part of the Melbourne Business School has built an outstanding reputation for program excellence and high quality learning. They take pride in devising management development programs that address the real issues organisations face.

The Mt Eliza Certificate IV and Diploma in Business (Frontline Management) course is delivered throughout Central and Western NSW by TAFE. Samantha Hain is an accredited by Mt Eliza Executive education to facilitate this course.

The Idea

Courses are facilitated over a twelve month period through a mixture of face to face and phone/email/on-line consultation. The program is facilitated in regional centres such as Orange, Parkes and Broken Hill.

The Process

Students attend eight face to face workshops over the twelve months and use a variety of learning tools such as presentation, group work, individual workbooks and work based action plans. Facilitation extends to out-of-workshop consultation by phone, email or online.

Hurdles

Diverse groups of students from backgrounds such as mining, engineering, local government administration, local government human resources and laboratory in addition to varying management levels and experience, requires an ability to communicate with all levels and to relate management concepts to disparate work environments.

Many students are mature workers who have had a practical career, no planning or reporting experience, little or no computer skills and are quite terrified about writing a report and then standing up and presenting it in front of the class.

Results

- ♦ RIM has developed a facilitation skills base to:
 - ♦ Work effectively with groups and teams from variety of different backgrounds
 - ♦ Encourage participation from all members to distil the real issues
 - ♦ Empower and motivate teams to achieve goals
 - ♦ Successfully introduce change
 - ♦ Drive continuous improvement
 - ♦ Coach individuals for growth
- ♦ RIM is trained in the latest facilitation and management techniques

Case Study Group facilitation Frontline Management



“Samantha’s facilitation skills empower students with the ability to learn and discover while drawing out skills and talents students didn’t know they had.

The motivation and enjoyment in the workshop is evident as she applies relevant examples across a broad industry base to the learning concepts with a solid dose of good humour.

Amanda Bennett, Head Teacher
Management Services TAFE Orange

