



- Amnesty International is a worldwide movement of ordinary people, dedicated to protecting humanity and human rights.
- Their purpose is to stand up for individuals wherever justice, freedom and truth are denied.
- Established in 1961, the organisation has grown and can count on over 1.8 million members and supporters in over 150 countries and territories.

What did our client need?

- A 'branded' Amnesty International UK programme which reflected their culture and values, and embedded a consistent way of managing people.
- A programme which gave an understanding of what it means to be an AIUK manager and what is expected of them.
- A partner to help to continually develop the programme, ensuring its relevancy and impact.

What challenges did we face?

- Delivering a practical and interactive training programme which catered for all learning styles.
- *Participants read relevant articles and content prior to training. This helped the facilitator to design an engaging programme using real-life scenarios, relevant games, group work and forum discussions.*

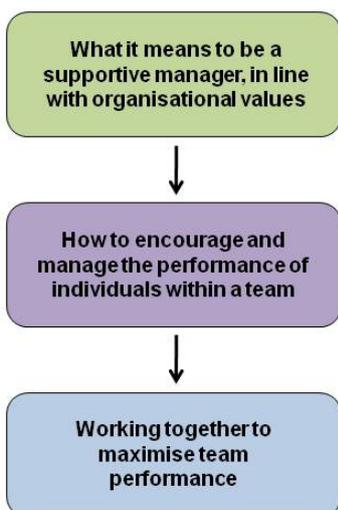
How did we help?

- With AIUK's HR department we carried out a training needs analysis. This identified the main areas where managers needed more assistance.
- Our tailored programme was based on the theme: adapting your approach to people management.
- Our qualified and fully accredited facilitator used a profiling tool as the foundation of the programme.
- The modular approach left enough time for participants to transfer the learning to the workplace, without losing momentum or support.

What benefits did our client gain?

- The in-house programme integrated management best practice with the culture and context of a Human Rights organisation.
- We worked with HR to ensure objectives and content were organisationally specific. The training was easily transferred to the workplace.
- As a supplement we produced a manager's toolkit. This acted as a reference manual for the training and for managers when back in the workplace.

Adapting your approach to people management



"Always relevant, interesting, engaging and fun... tailored throughout to our needs."

"Best training I have ever been on."

Participants, AIUK, Management Development programme

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For more information on Coaching:

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