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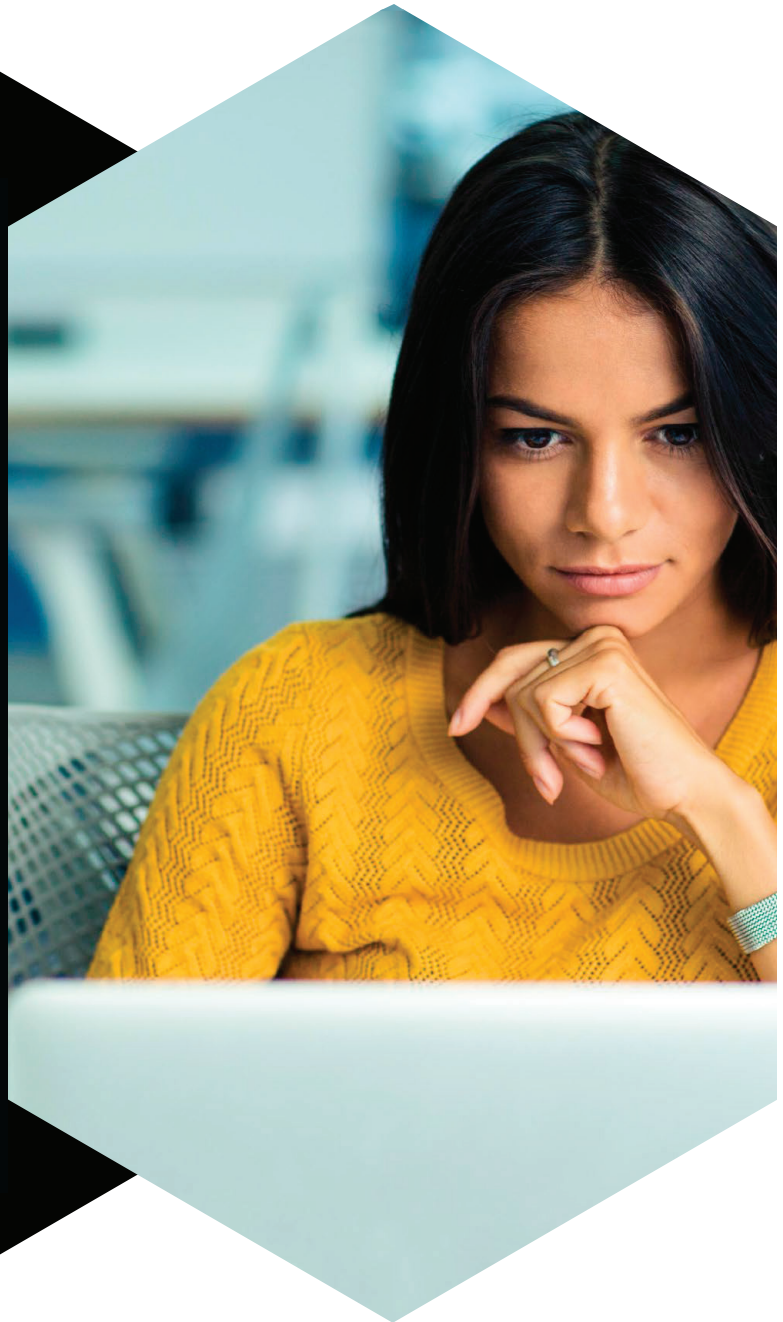
The Australian
Grocery Academy.



AUSTRALIAN
**FOOD &
GROCERY**
COUNCIL

PROFESSIONAL CAPABILITY DEVELOPMENT PROGRAM

Accelerating the
development and
performance of
grocery's best and
brightest people





**What if together we could lift our collective performance?
What if our best and brightest were inspired to stay longer
in our industry and produced even stronger results for our
businesses and with our retail partners?**

In 2016 the AFGC membership identified a priority to create a program that helped businesses improve capability and support talent development and retention. To this end, the AFGC is delighted to announce that we are launching a new initiative to help us achieve just this. A new program to accelerate the development and performance of our best talent, and encourage them to stay in our businesses and industry longer.

The goal of the program is to fully equip the next generation of sales leaders with the tools, understanding and capability specifically required to deliver commercial success for their businesses. The program is intended for future Commercial leaders, essentially candidates within your business who you consider 'high potential' and whose learning and development you want to accelerate.

The Australian Grocery Academy will deliver an ambitious training program sequenced over 18 months with coursework, coaching and learning forums. It is backed with a state of the art learning platform so that delegates and sponsors alike can track and drive success. It is, in short, the industry training programme we've been wanting.

A selection team of 12 sales directors have overseen the design and structure of the curriculum. A rigorous process found us the perfect training faculty - in touch with our current retailers and the newest techniques coming to Australia from overseas.

With your participation we expect the Australian Grocery Academy to bring you strong and enduring benefits. I encourage you to look at your high-performing staff and consider nominating them for the program. All the details you need are in this document.

Gary Dawson
CEO

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Course Overview

What should your business and your people expect?



TRAINING THAT CAN BE USED FROM DAY ONE

Lead content comes from **Real World Marketing** – a specialist consumer goods consultancy that focusses on **Category, Strategic Planning, Sales and Pricing**. Their team has worked in Australian and UK FMCG. And because they know that analysis and strategy has to live in a business long after a project, they are proven experts in building capability. **Real World Marketing** are a sister company of the **Advantage Group** – who will contribute to the program. Understanding the retailer – supplier interface and the capabilities needed to succeed is a critical foundation of the program.



FAST-TRACKING KNOWLEDGE AND SKILLS INTO YOUR COMPANY

Knowing what you want your people to achieve is one thing. Ensuring development happens is another. That's why **The Australian Grocery Academy** uses the latest cloud-based learning platform and technology. Delegates set goals, provide updates and track seamlessly with their business sponsors. It means the training remains live and on projects that matter to you and the delegate.



INSPIRING YOUR BEST PEOPLE TO ENGAGE AND CREATE EVEN STRONGER OUTCOMES

Accelerating high potential staff is a combination of providing them with the right business understanding and skills and equipping them with the right personal and leadership skills. That's why **LIW** is delivering specialist leadership and resilience training. Their content, used with thousands of employees worldwide helps team members grow and learn. Couple this with the **Real World Marketing** & the **Advantage Group's deep understanding of the industry** and you get real capability development aligned to maximum individual development.

Applications and Course Administration

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Course Design and Management

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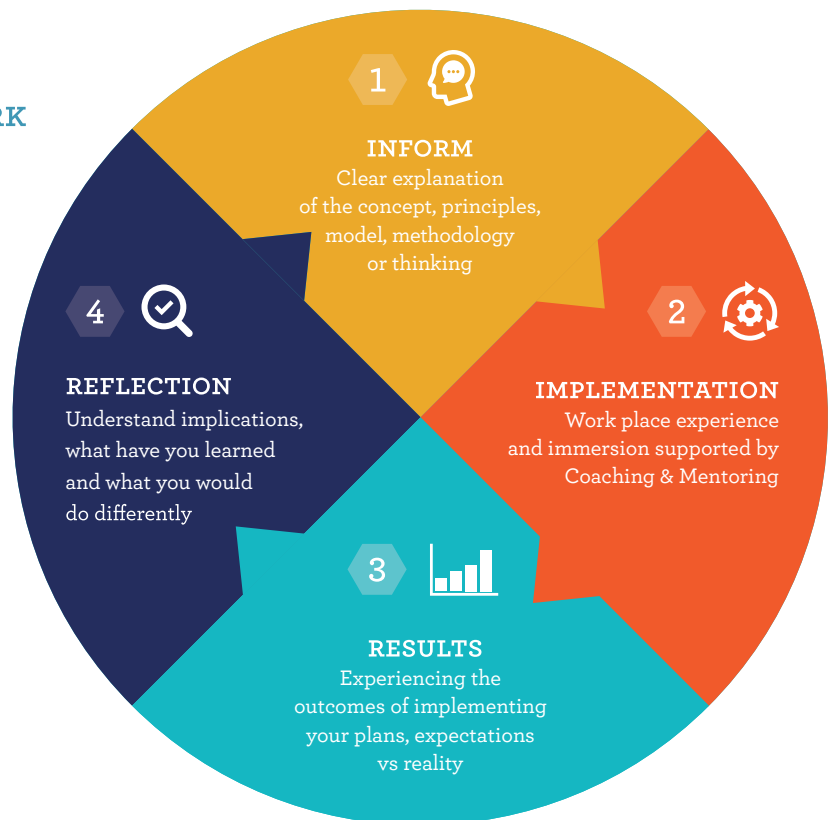
Industry Affairs and Course Oversight

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A Learning Framework designed for FMCG

THE LEARNING CYCLE FRAMEWORK

There is a lot to manage in a fast paced industry like FMCG. That's why we built a learning framework that helps people acquire, practice and reflect on each stage of the course. **Training that is smart, relevant and self-sustaining.**



Here are the core elements

- 1 4 Bespoke 3-Day Modules**

These are designed specifically to integrate with real life job requirements and made relevant through case studies and examples. Each module concludes with an individually designed delegate action plan to provide workplace application and immersion.
- 2 Ongoing Review, Feedback and Coaching**

The best way to embed training is to practice and reflect on learnings. That's why **The Australian Grocery Academy** modules are supported by the cloud-based Tracktion feedback tool. This easy to use tool is used throughout the 18-month life of the course providing self and 360 degree feedback to your people. In addition, progress and learning is supported by optional Coaching & Mentoring.
- 3 Quarterly Networking and Peer Support**

Great programs help industry players connect. That is why shared learning forums are available for delegates to opt into. It's a perfect way to keep course learnings top of mind and trouble-shoot amongst peers.
- 4 Frequent "Doing and Reviewing"**

A substantial part of the course is dedicated to live case study work. Delegates prepare and present case studies individually and in groups. Faculty and peer support help delegates reflect on best practice, and key learnings. For your people and your company this means your delegates are actually living the theory right from the start - dramatically increasing its relevance and boosting engagement.

Right-fit training to your needs



The **Australian Grocery Academy** was developed to allow companies to design the right training needs to match with their people.

Most companies will opt for the full program that maximizes a delegate's accelerated development. Alternatively, companies can select the approach that best suits your needs.

As the full program spans two financial years, costs for the Full or Core program can be paid over two budgeting years.

Discounts are available for sending multiple delegates plus we are offering an additional introductory discount. For further details please visit our website www.theaustraliangroceryacademy.com.au or email gerri.mccurtayne@realworldmarketing.com.au.

FULL PROGRAM

- \$19,900 per AFGC member delegate, \$23,880 non-AFGC member
- All 4 x 3-day Training Modules and course materials
- 12 months of Traktion action planning
- 12 individual coaching and mentoring sessions. Our individual coaching sessions are to ensure that all delegates can understand and apply the theories learnt in their roles
- 6 Group Learning Forums – peer to peer and faculty reflection and best practice sharing (held each quarter). 6 sessions with peers and faculty to ensure that implementation in business has been successful to continue to help candidates understand and apply concepts taught

CORE PROGRAM

- \$12,700 per AFGC member delegate, \$15,240 non-AFGC member
- All 4 x 3-day Training Modules and course materials
- 12 months of Traktion action planning

FLEXIBLE APPROACHES TO BUILDING CAPABILITY

- Delegates can attend individual training modules for \$3,444 per AFGC member delegate, \$4133 non-AFGC member

See module details overleaf.

Relevant and Ready for Action

The Australian Grocery Academy programs have been designed specifically for FMCG, with real FMCG case studies and the latest Australian and global insights and practices.

Program 1

P1 Insight Led Selling and Category Management

Know how to utilise a broad range of category, consumer, shopper and commercial insights to proactively identify and capitalise upon the category levers for joint growth.

- Overall Process and Principles
- Understanding and utilising data. Data into insights
 - Shopper and Consumer Insights, Mission, Needs and Metrics
 - Path To Purchase Analysis
- Category assessment and Category Roles
 - Identifying and evaluating opportunities
- Category Strategy, Tactics and levers
 - Efficient Assortment and Effective Range Reviews
 - Shopper Marketing
 - Merchandising and enlivenment
 - Promotions and events
- Demonstration, case studies

Program 2

P2 Commercial Management

How to manage the P+L and all trade investment to deliver improved net revenue realisation. All delivered through joint business plans.

- Understanding Your Customer: Strategies, Initiatives, Metrics and KPIs
- P+L understanding – Supplier, Retailer, Category
- Net Revenue Management
 - Trade Spend Effectiveness
 - Pricing dynamics – elasticity & cross elasticity, pack and price architecture
- Commercial Joint Business Plans
- Business Risk profiling
- Cost – benefit analysis
- Demonstration, case studies

Program 3

P3 Advanced Customer Management

Building the required customer management, commercial selling and negotiation skills to achieve sustainable value realisation.

- Advanced Customer Management – approach, skill sets required, examples of best practice, total business approach
- Strategy alignment and misalignment, understanding Customers and needs
- Selling and Negotiating in on going ‘high value’ relationships
- Negotiation Overview – dynamics, tactics and psychology, approaches and tools, creating and valuing variables, demonstration, role plays
- Communication skills – styles, listening, questioning, summarising, objection handling
- Scenario Planning

Program 4

P4 Highly Effective Personal Performance

Developing leadership behaviours and an effective performance style for effective commercial, customer and team management.

- Highly effective personal performance as a form of self-leadership and leading others
- Focus on both the ‘doing’ and ‘being’ of leadership
- Focus on Business Impact through Leadership
- Emotional mastery and personal resilience – mindfulness and life balance
- Individual assessment to understand strengths and impact
- Personal leadership brand, Values & Purpose, impact on others
- Leadership Mindset – goal orientation, creating the conditions for success

Should you wish to know more about the Program or nominate delegates to attend you can contact:

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Further details on course/dates/venues/faculty/application forms/FAQ's please visit www.theaustraliangroceryacademy.com.au

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Learn more and apply here
www.theaustraliangroceryacademy.com.au

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