

case study

Driving profitable growth across the UK: improving bidding competence of a leading engineering support services organisation.

development and rollout of bidding best practice programme

the challenge

Our client was looking to develop core skills in seven key business competencies as part of the drive for revenue growth in the business. This programme included a set of high impact workshops including 'bidding best practice' alongside 'making the executive connection', 'consultative selling' and 'presenting the organisation to the outside world' amongst others.

The client had previous experience with specialist training providers and were very clear that they needed an applicable and pragmatic workshop, delivered by bidding practitioners. They therefore chose Harmonic to deliver part of this important and high profile programme specifically due to the professionalism and flexibility of our approach and people.

the Harmonic impact

Harmonic supported the client by producing and delivering a practical and high impact workshop by:

- listening carefully to the requirements and working closely with the Skills for Growth team to design a suitable, tailored solution
- providing highly professional, agile and responsive planning and delivery for every workshop
- delivering 30 workshops, to over 300 people in total, each of which scored an average of above 80% for applicability and delivery
- continuing flexibility and close alignment with the Skills for Growth team.

the outcome

With the support of Harmonic, the client exceeded their target for capability development and met their profitability and attendee satisfaction key performance measures.

The programme continues to drive success with a new focus on Skills for Profit - and the bidding best practice workshop is still a core part of the curriculum offered.

The workshops continue for new starters and new entrants to bidding attend as part of their personal development.