

Associated British Foods

Developing your future project managers
for tomorrow

Case study

Associated British Foods is a diversified international food, ingredients, and retail group with sales of £15.8bn, 138,000 employees and operations in 52 countries across Europe, Southern Africa, the Americas, Asia and Australia. The company's purpose is to provide safe, nutritious, affordable food and clothing, that is great value for money. Their business is split into five segments: Grocery, Sugar, Agriculture, Ingredients, and Retail, and is responsible for well-known brands such as Twinings, Ryvita, Kingsmill, Silver Spoon and Pataks.

Requirements

- Develop the project management skills of marketers who facilitate cross-functional projects.
- Offer a consistent solution to other functions who had similar skills gaps.
- Provide a platform for experienced employees to share their experiences.
- Enable employees to build a network across the business that would support them in their roles.

Solution

- The Associate Project Manager apprenticeship programme, fully funded through their levy.
- An effective blend of workshops, personal coaching, self-study and on the job learning.

- Pre-launch technical workshop to tailor and target the programme for ABF.
- Opportunity for internal subject matter experts to present at workshops.

Benefits

- Participants gained two professional qualifications.
- Increased confidence across the project managers.
- Recognised gaps in processes and governance within their work.
- Improved stakeholder engagement and enabled staff to deliver meaningful information regarding ongoing projects.
- Increased networking within the ABF organisation and collaborative working.
- Provided learners with more confidence to deliver results and structure workloads.

“Using Provek to deliver our Project Manager apprenticeship has provided us with high-quality training that has helped us identify and make improvements to how our projects are delivered and to manage our stakeholder relationships effectively”

Jennifer Cook,
Apprenticeship Talent Officer

Associated British Foods

Raise your project management to the next level

Requirements

Associated British Foods (ABF) identified a skills gap with some of their marketers who facilitate cross functional projects, particularly around product development. The Associate Project Manager apprenticeship was seen as the ideal solution to address this issue and was subsequently offered to other functions who had a similar skills gaps, including the project managers. In addition to upskilling employees, ABF would encourage participants to share experiences within their business areas and promote best practice. They also saw the programme as an ideal opportunity to enable staff to build their own network to support them in their roles.

Solution

ABF chose to deliver the Associate Project Manager apprenticeship programme with Provek. The programme was delivered over 13 months involving a highly effective blend of group workshops, personal coaching, self-study and on the job learning.

Provek arranged a technical workshop prior to the launch, for the trainer to gain an understanding of ABF's existing methodologies, key objectives, the nature of projects learners work on, thus allowing the trainer to tailor the workshops to ensure relevance and create a valuable learning experience.

Provek invited internal subject matter experts to present at the workshops, providing an ABF perspective on important topics that are covered in the programme, providing learners the opportunity to gain invaluable insight from senior project managers. The learners gained two professional qualifications through the programme – the APM PMQ qualification and Level 4 Associate Project Manager Award.

Benefits

The project managers feel more confident in recognising gaps in process and governance in their work. It has increased stakeholder engagement and helped staff to deliver meaningful information regarding ongoing projects and seek continuous improvements. The learning experience has increased networking within the ABF organisation and collaborative working. It has given the learners the ability to deliver results and structure workloads while supporting others.

“Using Provek to deliver our Project Manager Apprenticeship has provided us with high quality training which has addressed gaps in skills for our Project Managers. It has helped us identify and make improvements to how our projects are delivered and to manage our stakeholder relationships effectively. It has increased the confidence of our project managers and networking within the organisation. They strive for continuous improvement providing high quality solutions to our organisation through the work they do.”

**Associated
British Foods**
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Jennifer Cook,
Apprenticeship Talent Officer

