

# the fmi blueprint

performance and leadership  
development news

A free newsletter from Larry Lucas at the Frontline Management Institute  
Website: [www.frontlinemanagementinstitute.com.au](http://www.frontlinemanagementinstitute.com.au) Telephone +61 2 9281 2635  
June 2006 Please pass on to others who may be interested.

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### 1. fmi's team news

We have been very busy recently at fmi with lots of new developments. We are also pleased to welcome Hoyts to our growing range of in-house clients.



The Frontline Management Institute is celebrating two birthdays! Both Nick Prendergast and Ruby Lucas have had birthdays recently and we would like to offer our congratulations to you.

Katrina Dowgird-Krawiec has joined fmi as a trainer. Katrina's training experience includes IBM and Spherion. We welcome Katrina to the fmi team and are pleased to be working with her.



Our latest fmi team addition is a tank of 9 fish bought in by Bill Groenen. We welcome Speedy, Big Red, Spike the Catfish and their colleagues to our institute!

### 2. Frontline Management Diploma Upgrade from Certificate IV – new enrolments

fmi have now enrolled our first BOC group in the latest fmi CD based version of our FM Diploma upgrade from Certificate IV. Corporate and individual clients who have completed the Certificate IV in Business (Frontline Management) can now easily convert up to fmi's Diploma of Business (Frontline Management).



Details are available by email from [fmi@managementcando.com](mailto:fmi@managementcando.com) or phone Bill Groenen on (02) 9281 2635.

Employers in Australia may be eligible for *government funding* for up to \$4,500 per employee for the Certificate IV in Business (Frontline Management), please contact us for more information.

### 3. Upcoming fmi courses and launch of fmi Calendar for 2006 - 2007

We have launched our fmi Calendar of Sydney public courses for 2006 – 2007. We have 28 short courses available up to 4 times a year. Individuals or organisations can book in and build up short courses to gain recognised Diploma or Certificate (FM) qualifications over a period of time. For bookings telephone 02 9281 2635. Below is a selection, for full program please visit:



[www.frontlinemanagementinstitute.com.au](http://www.frontlinemanagementinstitute.com.au) or ring us.

Management Skills for New Managers	6 & 7 July or 28 & 29 September
Time Management	5 July or 6 September
Work Priorities (FM)	10 July
Operational Plans (FM)	11 July
Workplace Relationships (FM)	27 July
Team Effectiveness (FM)	28 July
Customer Service Skills	9 August
Manage People (FM)	14 & 15 August
Customer Service Management (FM)	11 September

For fmi's Public Course Calendar please visit [www.frontlinemanagementinstitute.com.au](http://www.frontlinemanagementinstitute.com.au)

#### 4. fmi client interview – Bob Howarth, HR Manager, Wingham Beef Exports

Wingham Beef Exports is a major meat processor in NSW and is located in the picturesque Manning Valley on the Manning River just 10 minutes from the Pacific Highway. It has been operating since the mid 1980's. Over the last ten years the company has doubled its production of high class beef products for the export market. Key members of the management team at Wingham Beef Exports are currently about half way through an fmi Management Development Program leading to Certificate IV in Business (Frontline Management) BSB51004. Bob Howarth is Wingham's Human Resource Manager and the driving force behind the Frontline Management Program there. Bob has 30 years training & development experience and has held executive positions in several top-20 Australian companies. Bob was interviewed for blueprint by Bill Groenen of fmi:

*Bob, what was your main motivation for starting the Frontline Management Program?*

Well Bill, Frontline Managers were promoted on technical beef processing skills and potential for supervision roles – the program provides a base of knowledge and skills specific to production leadership roles. This is the first time such training has been offered to the plant management team.

*What have been the main benefits to your team so far?*

The program allows participants to learn the latest management techniques and to apply these skills in the workplace. It provides the opportunity to review best practice principles and to up-skill in the critical area of managing teams.

*What do you believe have been the main benefits to you so far as the driver of the program?*

To witness the transition of learning from the workshop to the workplace. To see, first hand, the application of new skills to frontline management positions that are clearly adding value to the business through improved performance in production processes.

*What has been the biggest challenge so far Bob?*

Completing project work & workplace application assessments on time in an already busy production environment is a challenge.

*What do you believe have been the main benefits to your organisation so far Bob?*

The program provides the necessary underpinning knowledge – but more importantly it can be tailored to our specific needs and be applied at a very practical level. Workplace projects and application assessments allow seamless transition of theory to the real world of managing in our plant.

#### 5. Sales Skills Training

A quick reminder that fmi's sales courses are now open for enquiries and enrolments. "Essential Sales Skills" is in two blocks of two days with work experience in between. It covers and helps to enhance core selling skills. "Advanced Sales Skills" is a two day course that can either stand alone or follow on from "Essential Sales Skills". These courses can be delivered in-house for organisations in Australia or overseas or can be attended in Sydney as a Public Course:

Essential Sales Skills	24, 25 August and 7, 8 September
Advanced Sales Skills	23, 24 November

Frontline Management Institute  
579 Harris St  
Ultimo NSW 2007 Australia

#### 6. New fmi Australian website - feedback sought

We have launched a new interim Australian fmi website at [www.frontlinemanagementinstitute.com.au](http://www.frontlinemanagementinstitute.com.au) and are seeking feedback from clients. If you have any comments we welcome them. Thanks.



#### 7. String vests, customer service and perceived value

Recently I was researching how perceived value affects business and I came across a story about how a Mr John Clarke, a 76 year old retired taxi operator from Petersfield in the UK had a surprise windfall of \$655 when he sold some string vests and pants on the internet auction site eBay. He had bought them back in 1969 from Marks and Spencer but his wife wouldn't let him wear them so he had stored them in the attic unopened in their original packaging. When his daughter Trudy mentioned there was a collector's market for old underwear he decided to auction them. A bidder in London paid over \$300 for a pair of Y-fronts and another collector in Hong Kong paid \$216 for a pair.

Perceived value can obviously vary enormously. One thing that does stand out from our business research over the last few years is the value that businesses see in providing good customer service. When I was asked to write the training programs for the volunteers at the Sydney Olympic Games, one of the key things we focused on was this value of good customer service; this certainly contributed to the overall success of the games.

At fmi we now have two distinct programs on customer service. The first of these is called *Customer Service Management*. This program is for frontline and other managers who are developing customer service strategies and team skills. The second program is *Customer Service Skills* and focuses on the interactive skills of customer service - either face to face or over the telephone. Both these programs are available in - house, tailored to organisations, or as part of our public course Calendar. *Customer Service Management* is also available by Open Learning as part of the FM program.

I can absolutely guarantee that investment in these programs is a better option for your organisation than investing in Y-fronts.

#### 8. A sticky end for school inspector!

Finally I can't resist sharing this story with you. A government inspector came to a sticky end when she went to monitor a lesson recently at a school at Wyke Manor in Bradford, UK. She was viewing a technology class when she sat on a seat that had been smeared with glue by a student. When she went to stand up she was stuck to the seat. The pupil was later identified and disciplined. It is not reported whether the school passed the inspection!



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