

How can we help?



Growing People and Performance

Who we are...

Cedar Associates are a small group of experienced Consultants skilled in creating management training that makes a real difference to people and companies. Through the positive development of people and focusing of their efforts, we help to deliver planned change to organisations. Based in Leamington Spa in Warwickshire, we can readily service our customers' needs throughout the UK and elsewhere in the world.

As people, planning and management skills are critical in all organisations, we have built experience across a wide range of private sector businesses including retail, horticulture, farming, insurance, food, research and education as well as some public sector organisations. Although many of our clients are medium sized businesses, we also work with a variety of small and large companies.

We are committed to:

- Investing the time to understand the full nature of a client's needs to enable us to propose the best, and most cost effective solution
- Forging long term collaborative relationships with our customers to provide on-going support in the development of their people
- Using only professional and responsive Consultants and Trainers who can engage, challenge and motivate people
- Inspiring people to learn, building their confidence and to encouraging them to put what they have learned into practice
- Ensuring our training makes a real difference to participants, their employers and their businesses
- Providing a friendly, personal and responsive service through our constantly manned office
- Building on our reputation for making learning stimulating, practical and enjoyable

"We believe that the word 'consult' means to ask, not to tell"



What we do...

- Design training courses that deliver specific desired results
- Grow people with management and leadership development programmes
- Build relevant business skills through one day courses
- Support business planning through training and structured workshops
- Coach and mentor people to focus their development
- Facilitate meetings and workshops to tackle issues or change
- Plan, implement and support organisational change projects
- Highlight improvement priorities with business analysis surveys
- Improve recruitment effectiveness with selection and assessment processes
- Build stronger teams that are more self-contained and successful

“Cost effective development solutions that build confidence and commitment. People refer back to their learning for years afterwards!”

Business development through training

Training to achieve business change works! However, experience has shown that training with no business or personal development context is unlikely to deliver any lasting benefit. As a result we believe that motivating people to learn demands a clear business reason, that everyone understands and buys into, be it growth, change, consolidation, succession or tackling recurring problems. Whatever the required result, a systematic process is needed.

“Learning and development that is memorable, enjoyable and useful”



Some recent projects

Increasing skills to increase growth

Managing a project to research, design and roll out 2 training programmes simultaneously to encourage business planning and to develop selling skills for a top 10 UK insurance company's agents. Up to 10 Trainers were involved over 6 months in successfully delivering the training courses to around 1350 people all over the country. In addition, a quality assurance process was built-in to satisfy the customer's demand for consistency in delivery.

Joined-up training

Cascading expectations from the top, and providing the skills to carry them out has proved a very successful way of driving change. For a large production business, we took a desired change and produced a workable plan to deliver it through a series of linked training events and coaching support for each level in the business, from Director to Supervisor level. The result was a comprehensive programme, that has achieved significant results.

Creating a new manager "pipeline"

Creating a development programme of 13 parts, spread over 2 years, to give up-and-coming Managers the skills, attitudes and confidence to stimulate improvement and help move their parts of the business forward. The course is a mix of training room sessions, indoor and outdoor exercises, individual work based projects, a group business focused project, upwards assessment and personal feedback. Many of the first group of participants are already in more senior roles.

A clear way forward

An initial survey of staff's opinions of the climate in the organisation and a series of mystery shopper surveys, highlighted where changes and training would have the greatest impact for a small retail chain. The custom designed courses have already begun to improve standards, sales and consistency. Partial funding for this initiative was made possible because Cedar Associates are Business Link registered.



"Full of help and practical ideas on the people issues – an asset to any business"