



**Making
management
& leadership
training count**
– Mercedes-Benz

As part of a two-year research project, co-funded by UKCES, the IMI sought to establish the return on investment and impact an automotive company could expect from training its managers.

The research rigorously measured the application of Mercedes-Benz C-Management training, through business projects, in order to bridge competency gaps.

For more information go to: www.theimi.org.uk/roi
or call the IMI on 01992 511521

Training areas included Leadership, Maximising Market Potential, Strategy to Target Setting, and Recruitment.



Service Team Manager (STM), Commercial Vehicles, Mercedes-Benz

After completing C-Management Programme

- More confidence in decision making
- Looking at things in a more logical, strategic way
- Made the changes to make the business more profitable
- Now a more profitable company from the control of the costs and the structure and processes that have been put in place
- 118% ROI attributable to the C-Management training investment – every £1 invested returned £1.18 net allowing for full training costs.

STM's comments:

"Now applying learning day-in day-out"

"When looking at the business performance figures - the difference, the measurables are amazing."

Parts Manager, Mercedes-Benz

After completing C-Management Programme

- Feeling and working as a manager and no longer a 'glorified advisor'
- Customer and staff driven
- Operating department as a 'business within a business'
- Process driven with clear procedures
- Looks at competencies required of new staff and uses the right recruitment approach
- Proactive and getting business
- Advising and selling
- Real personal growth

Staff comments:

"He is more in control"

"His effect on the team is that they are much more competitive with each other in a good way as they all want to be the best"

"I can't find fault with him and aspire to be a manager like him one day"

"He has encouraged his staff to go on training"

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