CAKE

PEOPLE DEVELOPMENT

PUTTING YOUR PEOPLE FIRST

Coaching,
Mentoring,
Leadership,
Management,
Apprenticeships
and Consultancy

ilm Approved Centre

CMI Approved Centre

City & Guilds Approved Centre

aelp Association of Employment and Learning Providers

EMCC European Mentoring & Coaching Council

Education & Skills Funding Agency

Putting your people first

At **CAKE,** we believe that developing people should be an essential ingredient at the heart of every organisation.

We specialise in providing the right mix of coaching, mentoring, leadership and management, development solutions, and apprenticeship programmes. We help organisations develop and deliver their learning and development strategies, through our innovative, blended learning approach, and inspire individuals to reach their full potential.

Our **CAKE** team are highly experienced learning and development professionals with a passion and commitment to making a difference, whether at an individual, team or organisational level, and we pride ourselves on our reputation and business relationships.

As a result of our reputation, **CAKE** has built a broad client portfolio across all business sectors, and we work regularly in partnership with clients both in the UK and internationally.

Through our collaborative approach, using **CAKE** as a metaphor for you and your organisation, we take the time to understand your business (your **CAKE**), the culture and the heart of your organisation, your people. We help to identify what ingredients are needed in your recipe for success. Stripping back the jargon and hype, we provide sustainable, quality development initiatives with tangible results, the perfect **CAKE**.

MAKING A DIFFERENCE
Individuals & organisations

COACHING AND MENTORING THE CAKE WAY

Coaching & mentoring is our passion and it underpins everything we do

Making the time and space to invest in people is core to the success of every business. Developing your people using coaching and mentoring can be an incredibly rewarding process and should be a key element of your learning and development strategy.

Coaching is effectively a conversation between two people with the purpose and focus of unlocking a person's potential, to help explore options to maximise their own performance and find their own solutions to issues they may be experiencing in their professional life.

As well as enhancing an individual's potential, it accelerates progress by providing greater focus and awareness of choice.

Coaching to suit your business.

The power of coaching and mentoring as a development tool is increasingly recognised in the workplace. **CAKE** creates tailored coaching programmes designed to fit your business perfectly.

Many 'off the shelf' programmes can provide a few useful generic tips to improve the skills of your teams, but the **CAKE** approach delves deeper to understand your specific needs.

Working in partnership with you, we get to know your business so we can help bring out the best in everyone. **CAKE** provides bespoke coaching programmes tailored to your organisation, enabling you to empower your teams and guide them. Our expert coaches work with individuals at all stages of their career and are specialists in executive coaching to help business leaders to succeed.

Our ILM & CMI accredited Coaching, and Mentoring Open Programmes are available for anyone wishing to benefit from group facilitation, peer to peer learning and a flexible blended approach.

We host regular events to promote best practice and the benefits of coaching, including learning lunches, roundtable discussion groups and our annual East of England Coaching and Mentoring Conference, The Coaching Conversation.

For further information about our CAKE events and conference visit www.cakepd.co.uk

INTEGRITY
Trust fairness transparency

Throughout my experience with Margaret and her team, I have found them to be professional, enthusiastic and passionate. Their administration is excellent, and the coaches and facilitators engage immediately with our people, they understand our culture and share our values. I would thoroughly recommend them and would be happy to talk to anyone considering using them'.

Tricia McCarron,
HR Director, Worldwide Fruit

EXECUTIVE AND ONE TO ONE COACHING

CAKE prides itself on the professionalism and integrity of its coaches and facilitators who are all highly experienced, qualified practitioners

So what is Executive Coaching?

Coaching starts by concentrating on where you are now and what you are willing to do to get where you want to be in the future.

Coaching can help your business in a number of ways:

- Supporting changes in attitudes and behaviour that can translate into more effective job performance.
- Helping to identify barriers that may be preventing people from being more effective in their roles.
- Promoting individual responsibility for performance and development.
- Helping to raise self-awareness and self-management.
- Supporting staff in dealing with a climate of rapid or continual change.
- Identifying what motivates individual team members and creating a more motivational climate.
- Using self-awareness to create zones of influence beyond your own team or department.
- Changing role from an operational focus to a more strategic focus.
- Identifying career development preference.
- Improving decision making, particularly in involving others and communicating outcomes.
- Providing individuals with feedback on strengths and areas for development which is supported by 360° feedback.

How does it work?

Selecting a coach
Following a detailed conversation to understand your requirements, we will put forward three 'best fit' coach profiles so you can choose the coach you want to work with.

Working with your **CAKE** coach will give you the confidence to share your needs and help you gain the confidence that you are working with an empathetic professional whose aim is to see your progress.

The Coaching Sessions
Prior to the first session, your coach will call you in order to build rapport and agree on the details of the first session. Typically, there will be five sessions and a mixture of face to face and telephone or Skype conversations. Coaching sessions will take place at a venue and within a timescale to suit you and are usually completed within six months.

Support Coaching
We recommend that you complete a 360 feedback process before starting coaching and once again at the end. This provides powerful feedback and information to help demonstrate progress made on your goals and objectives. It can also provide an effective measure of ROI.

Leadership and Management
We are passionate about the power of great leadership. The development of your leaders and managers is vital to the success of your organisation.

Leaders can grow from any level of the organisation; we enable you to spot the potential and help develop it.

We work in partnership with you, taking the time to get to know your business and understand your business strategy.

The business world is ever-changing; today's leaders have to be adaptable

It is crucial that businesses have confident and capable leaders not just at the top but at every level of the organisation.

We constantly employ the latest thinking in leadership development to remain unrivalled in our offering.

Our consultants are highly skilled and experienced in the design and delivery of bespoke in house tailored programmes across a variety of business sectors, supporting businesses like you to achieve a strong leadership culture.

Our preference is to collaborate and work in partnership with you, identifying in house resources where possible ensuring long term sustainable development solutions.

CAKE has been delivering leadership and management training with us for a number of years, and it's consistently to a very high standard. Our staff that go on ILM programmes consistently comment on the quality of the sessions and the level of support they receive during the sessions. We always have enough staff signing up for the courses, despite running regular cohorts (two a year), which is a statement of the quality of training they deliver. As a programme coordinator, I always find working with **CAKE** fantastic and for me, that's part of the great overall experience CAKE provides to us.'

Learning and Development Consultant, Suffolk Councils

PASSION
Creative innovation, enthusiasm, care about people

The L&D landscape has changed significantly in recent years; the standard model of classroom only sessions is becoming less common and has moved to a more modern, blended approach, combining different learning techniques

We recognise that in today's world the modern learner likes to take responsibility for their development, preferring an experience that is flexible and open with access to a wealth of resources, when they need it. Our **CAKE** approach fully supports modern learning and adopts the complementary use of social learning, eLearning and other techniques combined with the standard model.

All **CAKE** programmes are supported by **CAKEconnect**, our online learning community. This enriches the learning experience through sharing of additional learning material, online discussion threads and work-based challenges. It engages our learners, creating an environment to suit individual delegates and different learning styles.

It has also allowed us to engage the **Line Managers** of programme participants giving them information to enable them to better support their learners and provide a focal point for ongoing development after the face-to-face learning has ended, continuing to provide up to date resources and support with assignments.

It allows us to create a rich, self-paced learning experience, with space for monitoring and giving feedback, which has great benefits not only for our delegates but also for our programme facilitators and the learning process itself. By using this approach, our programmes content is easy to grasp, and it enables us to use a range of other supporting material. We do our very best to account for everyone in our face to face facilitated workshops, but by diversifying our methods, we can ensure everyone has the best opportunity to learn.

CAKEconnect supports learning in many ways:

- Time restrictions of the classroom environment are no longer an issue, which deepens the connections between our learners and our facilitators, creating an extremely supportive environment for questions or concerns to be raised and addressed as well as encouraging conversations and peer to peer learning.
- It gives our facilitators a feel for learner trends and enables them to adapt and act accordingly; it's a huge benefit to be able to add further resources in an instant from discussions with our learners both in the sessions and online.
- Another awesome feature is the reporting; it is always good to be able to have at a glance a quick overview of how well our learners are doing, how far they have progressed and how they are responding to the different methods, which leads onto feedback. **CAKEconnect** allows our facilitators to use the right tools and blended methods to prepare feedback and deliver it most effectively.
- Provides a focal point for ongoing development both during and after the face-to-face learning has ended, continuing to provide up to date resources and support.
- Overall, it helps the learning become much more meaningful, it engages and encourages learners to take greater responsibility for their learning, and it makes it fun.

connect

PSYCHOMETRICS

As part of any development initiative, CAKE usually encourages a diagnostic phase using personality profiling or 360-degree assessment. Our consultants are certified to offer a range to psychometric tools, ensuring the most appropriate product is used. Talk to a member of the team about which tool would be suitable for your organisation

Leadership and Management Open Programmes

CAKE offers practical, business-focused management qualifications for your executives, managers, supervisors and team leaders.

CAKE offers a range of 'open programmes' from Level 3 to Level 7, accredited by the two best-known membership and accreditation bodies in the increasing professionalised fields of management and leadership, the ILM and CMI.

The benefit of an open programme is that members of your team not only learn from the expertise of their course tutor but also meet individuals from other organisations to gain a variety of different perspectives.

We have been working with **CAKE** for several years using their Leadership and Management programmes very successfully. **CAKE** understands our business needs and what skills our people need to be great leaders and managers. For us, the open programmes work very well, mixing with leaders from different industries and sectors have opened up the eyes and minds of our staff and this has been invaluable to their learning. I think without exception everyone who has attended one of their programmes has returned to work buzzing with new found knowledge and itching to share and show those skills.

Our company values are closely aligned, and this makes for a very easy collaborative relationship, I truly believe that **CAKE** has a passion for what they do and that shows at every opportunity. Happy to work with them to continue to grow and develop our leaders now and for the future'.

Training and Development Lead - Healthcare Provider

Talk to us about how to identify the right level of programme for your teams. Download a copy of our open programme brochure here

Leadership and Management Apprenticeships

The introduction of Leadership and Management Apprenticeships is the best business opportunity available for an organisation to develop the capabilities and performance of its managers and leaders.

CAKE is ideally placed to help your organisation capitalise on this exciting opportunity. Our apprenticeship programmes represent the very highest standard of development, designed to deliver exactly what your organisation, leaders and managers need. Our flexible approach offers the perfect recipe. By working collaboratively, in a long-term partnership with you, we can maximise your levy contributions to meet your strategic business objectives, support your L&D strategy and help your employees achieve their career ambitions.

Our Leadership and Management Apprenticeship Programmes are available at Level 3 and 5. **Download a copy of the brochure here.**

For a group of delegates, our in-house programmes are bespoke and designed to meet the specific needs of your business. For one or two delegates, our open programme option is ideal. We offer regional or national cohorts with a rolling sign-on meaning your team member can join at any time and at the appropriate level with the benefit of working with their peers from other organisations.

We recognise that apprenticeship programmes are a new way of learning, and so have developed a fully focused, highly supportive on-boarding process, which assists each delegate, helping them to understand the standards required and how they are expected to meet them, through a series of activities and action learning sessions. Each delegate is supported throughout the programme by their dedicated Development Coach who is on hand to ensure continuous progress in their learning and that the learning is being applied in the workplace.

Throughout our programme, we run a series of facilitated workshop sessions with guest speakers and host monthly webinars on a range of topics. We organise field trips to appropriate conferences and exhibitions, host virtual group learning sessions and regular **CAKE** apprenticeship events, bringing all our delegates together from all cohorts and across all business sectors.

We advocate line manager involvement; it is crucial for the success of the programme. Your line managers are invited to join **CAKEconnect**, our online learning community, where they are inducted and given further guidance on how to support their team member throughout the programme, and we run 'how to be a mentor' training sessions for your managers and team leaders, giving them the tools they need to fully support your learners.

We support a philosophy within all delivery, including Apprenticeships, that encourages learners to be responsible for their own learning and development rather than passive learners, this approach results in a mature attitude to learning and a commitment to completing programmes.

PASSIONATE ABOUT LEARNING AND DEVELOPMENT

Learning and Development Apprenticeships

Our programme design specifically recognises that these Apprenticeships are likely to be relevant for few individuals within an organisation and these professionals often work in isolation.

We have therefore created an online community supporting an open, predominantly 'virtual', programme for Apprentices from many organisations to experience and benefit from peer to peer learning and different perspectives.

Download your copy of L&D apprenticeship brochure here.

We bring all the delegates together regularly for facilitated showcases comprising learning, guest speakers, the opportunity to present and review individual projects and continue conversations through online discussion threads.

We organise 'field trips' to national learning events such as Learning Technologies, Festival of Work and local CIPD run, invitation only, Leaders in Learning events throughout the country.

Our Apprentices within this national rolling cohort, gain the huge benefit of a flexible approach with tailored remote online learning, activities and webinars, alongside the opportunity to network with and learn from other L & D professionals through group discussion threads online.

This is generating tremendous interest from many organisations. The Apprenticeship structure provides a bespoke approach for each Apprentice supporting them to identify their individual and organisational strategic requirements. This results in each learner developing a unique learning plan, within the overarching Apprenticeship structure, for which the 1:1 coaching driven support of our Development Coaches is fundamental, meeting with them every month virtually and face to face for Quarterly Reviews. This approach sets us apart from many other providers.

Our team is passionate about learning and development, and we typically receive feedback from our clients around the enthusiastic, engaging and inspiring way we design and deliver our programmes. Within our Apprenticeship programmes, our dedicated Development Coaches are L&D professionals, assessors and trainers with an Apprenticeship background, experienced in a range of assessment methods and tutoring, which they vary according to individual learning needs, programme and organisation.

EXCELLENCE
Quality go the extra mile

Consultancy

Just like a CAKE, there are essential ingredients an organisation needs in order to be successful.

You might add to these ingredients and modify them over time, but essentially there are key ingredients that an organisation can't be without. No one business model or strategy fits all, it's more about the individual leaders.

Get the most from your people and increase your organisation's productivity with our wide range of consultancy services. We offer everything from executive coaching, assessment and development centres, employee engagement programmes, to change management services and strategic planning. We are committed to helping your organisation flourish.

We specialise in:

Change Management

Change is the ultimate challenge for any leader – empower your people with the ability and knowledge to confidently embrace change.

Understanding how to manage people through change and how to communicate a change in the right way are challenges that all managers have to overcome at some point in their career. So it's important, if not crucial, to develop a plan of action in order to prevent change having a negative impact on your organisation.

We understand the importance of being both flexible and responsive when it comes to change. However, to be so, you must first encourage your people to embrace change. Our change management programme will equip you with the tools and techniques you need to communicate change more effectively and positively within your organisation.

Culture Change

Every organisation has a culture – the question is, does your culture help or hinder your organisation's overall success?

Culture is one of the most influential factors on the behaviour within an organisation, involving everything from the interactions between employees, to the way your business runs as a whole.

Culture is not always having a positive effect on the success of your business; with your culture developing continuously it can often result in the growth of practices that act against your organisation's overall image, values and profitability.

An organisation's negatively impacting culture may become apparent gradually over time. However, the need for culture change often results from new leadership, mergers and acquisitions. These changes within an organisation can often cause the people within them to become unsettled and enforce negativity that travels beyond the walls of the organisation.

Engagement Strategy

Do the beliefs and behaviours of your employees reflect the overall values and vision of your organisation?

Would you like your employees to feel a sense of personal loyalty to their work and organisation? If your employees are eager to give 100% to their projects and keen to contribute to the success of your organisation, then it is a clear sign that your employees are engaged. If this isn't the case, don't worry – we can help you. Many people are unaware of the wide range of tangible benefits that flow from employee engagement – both for your organisation and the individuals within it.

Whether you are looking for help with improving strategic communication, facilitating and stimulating organisational thinking, reviewing employee engagement or you're simply looking for highly effective team-building events, we will help you to achieve a lasting result.

Strategic Planning & Development

It is impossible to accomplish anything without a plan. Whatever the size of the organisation, you need a strategic plan to get your organisation aligned on its strategy and direction, while building an exciting work culture.

We approach strategic planning and strategy development as an opportunity to unify the entire organisation around a single purpose and direction.

By using this approach to organisational development, our clients have been able to ensure all their employees from the top down, and the bottom up know how they contribute to the success of the organisation, and what that clear vision of success looks like.

The key to a successful business is having the right mix of ingredients.

To find out how we can help you or your organisation, call 01603 733006 or email slice@cakepd.co.uk

COLLABORATION
Flexible, partnerships connecting people

CAKE

PEOPLE DEVELOPMENT

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