

# Ibec Academy

## Advancing Management Expertise – Glennon Brothers

Customised Training Programmes

Case study: Manufacturing/Property sector  
Glennon Brothers.



# Glennon Brothers

## Executive Summary

Ibec Academy is a valued training and development partner of Glennon Brothers. Through a collaborative approach Ibec Academy designed a customised programme to complement Glennon Brothers investment in L&D as a key component of their business from a talent attraction & retention perspective as well as talent management and succession planning.

The programmes included Managing People Skills, Sales Management Programmes and Coaching. Participants were selected from 8 key business functions including sales, production, forestry, technical and projects across sites in Ireland and the UK.

Outputs of the programmes are built into each participant's annual performance development plan which support the business goals. The results have delivered behavioural and culture changes within departments and across locations. Glennon Brothers plan to continue this strategically important relationship with Ibec Academy.



# Case study

## Glennon Brothers

### Overview

“Glennon Brothers, established in 1913 in Longford, is a leading timber processor in Ireland & UK with a strong growth story.”

At Glennon Brothers, every member of our team plays an important role in the work that we do and this focus on people is key to our success. Our staff ethos plays an important part in our business, and is displayed through a number of key qualities:

- Commitment to service
- Motivation
- Openness to change and a willingness to embrace new technology
- A culture that challenges limits and supports development
- Passion for achievement
- A positive attitude that creates a rewarding, fun environment

As part of the focus on People our investment in Learning and Development is a key driver for our success.

All text attributed to Philip Ducie.  
Group Head of Human Resources – Glennon Brothers

### Why were Ibec Academy and these key courses chosen?

Glennon Brothers has partnered with the Ibec Academy in the delivery of our L&D strategy. Ibec Academy were chosen for their experience designing and delivering accredited Management Development Programmes and their broader business expertise and reputation in the market. They took time to collaborate with us on our requirements and the proposed content was comprehensive and strong.

This collaboration has allowed our business to design programmes that match the needs of the business and can easily transfer the learning objectives of such programmes into tangible job- and work-related knowledge and skills requirements. Within the last 18 months, we have continuously invested in programmes such as “Managing People Skills” as part of our Advanced Management Development; “Sales Management Programme” as part of our Sales Leadership journey and “Diploma in Coaching” to advance the coaching culture within the organisation.”

# How many participants attended these courses? And across which disciplines/ departments?

“We are pleased to say that even during the pandemic, our investment in people as well as colleague appetite for development remained strong. Throughout this period,

24 colleagues completed the “Managing People Skills” programme,

5 colleagues completed the “Sales Management Programme”

2 senior managers currently undertaking the “Diploma in Coaching”.

All text attributed to Philip Ducie.  
Group Head of Human Resources – Glennon Brothers

## **Managing People Skills:**

Attended by Heads of Internal Sales,

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Site Manager,

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Project Managers,

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Technical Manager,

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Maintenance Manager,

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Scheduling Manager,

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Production Supervisors,

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Design Managers (all from across the group - Ireland & UK)

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## **Sales Management Programme:**

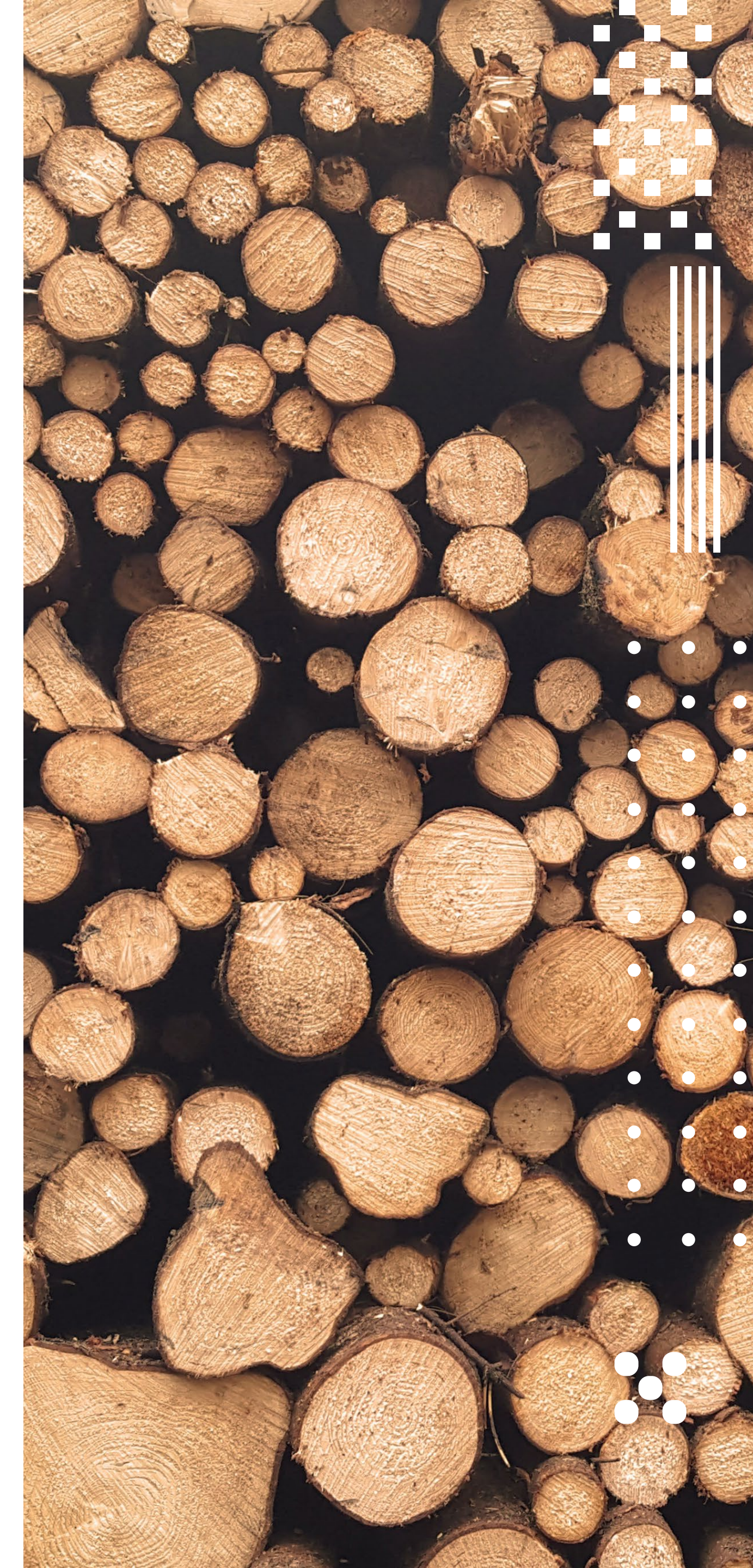
Area Sales managers from across the group

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## **Diploma in Coaching:**

Head of Operations & Group Head of Human Resources

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# Customer experience with Ibec Academy and the trainer

“To determine the effectiveness of our programme, each participant not only completes the Ibec Academy feedback but each participant meets with their Line Manager to assess if the learning objectives and expectations of participants has been met.

It is only through such direct engagement, that we as a business, can truly evaluate the effectiveness of the customised programme and delivery of same. The feedback on the programme and on the qualified and experienced trainers/facilitators who deliver the programmes has been extremely positive. One key highlight is that the trainers/facilitators are business experienced people. They relate to participant’s experiences but equally can challenge participants on their experiences, their learnings and on their Personal Development Plans. People learn and absorb information in a number of different ways and while the business may have had some concerns with courses moving online, we can say for certain, based on our feedback that the learning transfer was certainly not diminished in any way. That was solely down to the interactive and engaging approach taken by these business experienced trainers. From the company’s perspective, the engagement from the trainers pre and post the programme was refreshing.”

All text attributed to Philip Ducie.  
Group Head of Human Resources – Glennon Brothers





# Results

## Qualitative & quantitative

“With the customised programmes we have designed and developed with the Ibec Academy, focused on skills, competencies and behaviours, we evaluate the return on investment through each participants own Personal Development Plan.”

Each participant will:

- Complete an action plan to take back into business and are invited to their own Feedback and Action meeting
- Incorporate an action plan into their Personal Development plan
- Prioritise their action plan and incorporate their SMART actions into their monthly review with their manager

The results have delivered both behavioural and culture changes within departments and across locations.

All text attributed to Philip Ducie.  
Group Head of Human Resources – Glennon Brothers

# Participants responses

“The Managing People Skills programme specifically addressed my learning and development needs as its increased my skills and behaviours for managing a large team of people. The trainer made the programme engaging and enjoyable but more importantly relevant to me”

Denis Healy  
Maintenance Manager Ireland

“The Sales Management Programme provided is not only a refresher in sales training but the opportunity to upskill in best practice sales management techniques”

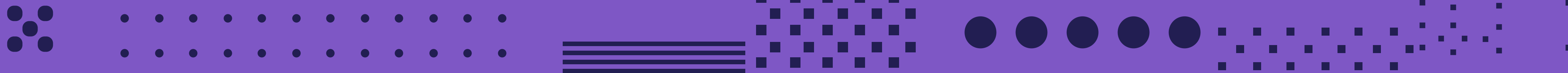
Craig Smith  
Area Sales Manager Scotland

“I participated in the Managing People Skills programme which equipped me with necessary skills in influencing and delegating. As a manager of a large team, I put forward a number of our maintenance and production managers to participate in subsequent programmes and can see the benefits through their Action Plans and PDPs”

John McCallum  
Site Manager Troon

“Over the years, I have worked on developing a coaching culture. The Diploma in Coaching has provided me with additional tools and techniques to continue supporting the coaching culture philosophy”

Scott Shiells  
Head of Operations Ireland & Scotland



# Our Customers





# Ibec Academy

## Future plans

“Glennon Brothers experience of Ibec Academy from a HR/company and participant perspective has been extremely positive. The customised programmes are addressing our L&D requirements from a talent management and succession planning perspective. We look forward to continuing this strategically important relationship with Ibec Academy.”

If you would like to schedule a call to discuss a tailored solution for your needs.

### **Neil Butler**

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