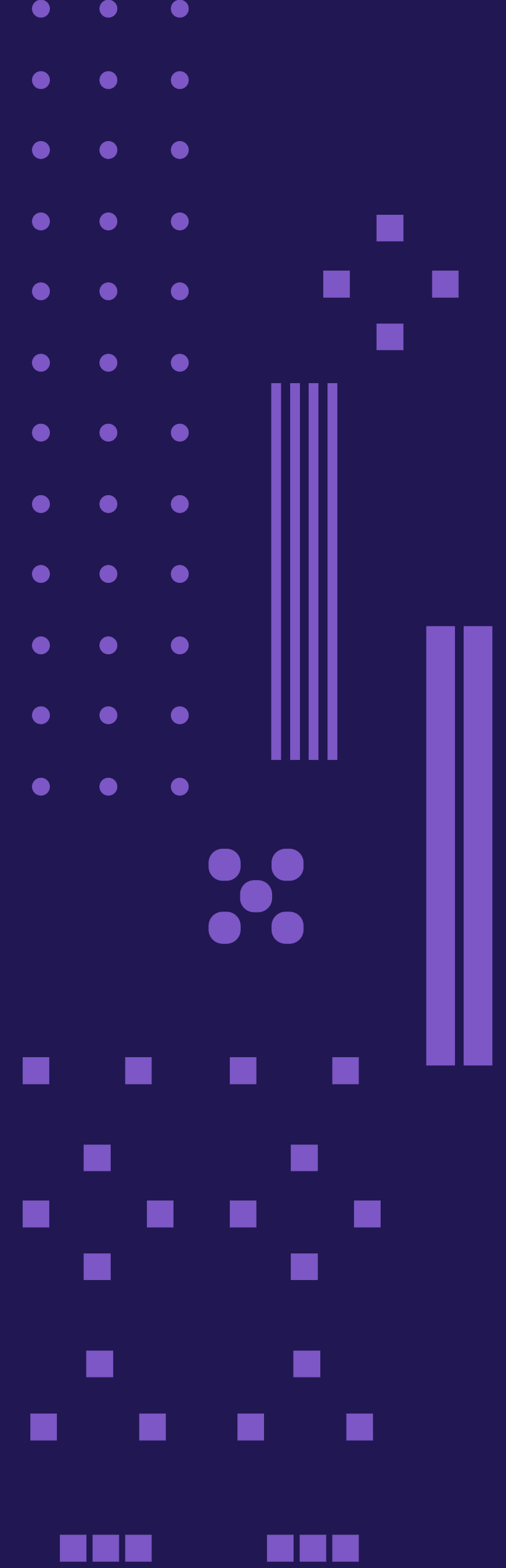


# Advancing Leadership with Ibec Academy

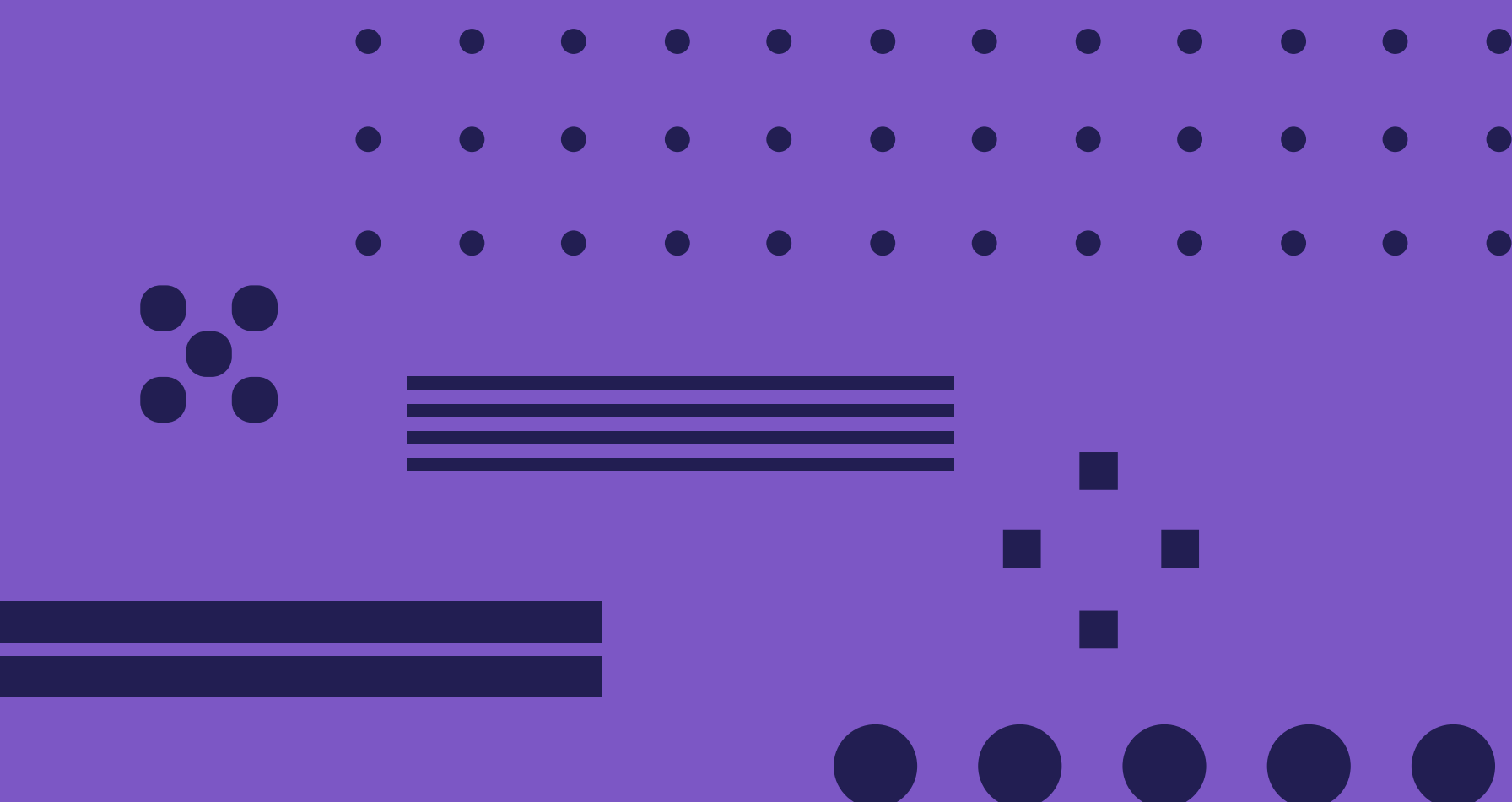
The daa Case Study in Leadership,  
Management and Graduate development



# Ibec Academy Customised Training

Ibec Academy work with companies to design and deliver a customised, impactful and highly relevant solution, designed to transform people, performance levels and overall results, based on leading industry knowledge, expertise and real experience.

## Our Customers





# Executive Summary



Ibec Academy was chosen as the management training partner for daa, developing leaders across the business to perform at their peak. The programmes were chosen to support daa in their goal of “developing great people and teams that are ready for tomorrow,” under the umbrella of daa’s *Leading our Future* Learning and Development strategic theme.

Through a collaborative approach, the programmes addressed the need to build leadership competencies for people leaders and individuals in influential roles totalling 680 people. These included frontline supervisors operations, middle managers, and individual contributors in the Central Function to the Group CEO.

Programmes include management fundamentals, managing performance, masterclasses and more recently a graduate development programme. Future plans will address the specific needs of the business for growth, ensuring ongoing adaptability to business needs, driving forward the vision to be airport leaders, delivering excellence in a sustainable future.

daa is an Irish state-owned commercial company headquartered at Dublin Airport. The Group operates and manages Dublin and Cork airports in Ireland. It undertakes airport retailing in Ireland and in a range of international locations through its subsidiary Aer Rianta International (ARI).

daa has over three thousand employees working globally in airport management and operations, domestic and international airport retail management, and aviation consultancy services.

# Ibec Academy and daa partnership

## Leadership programme

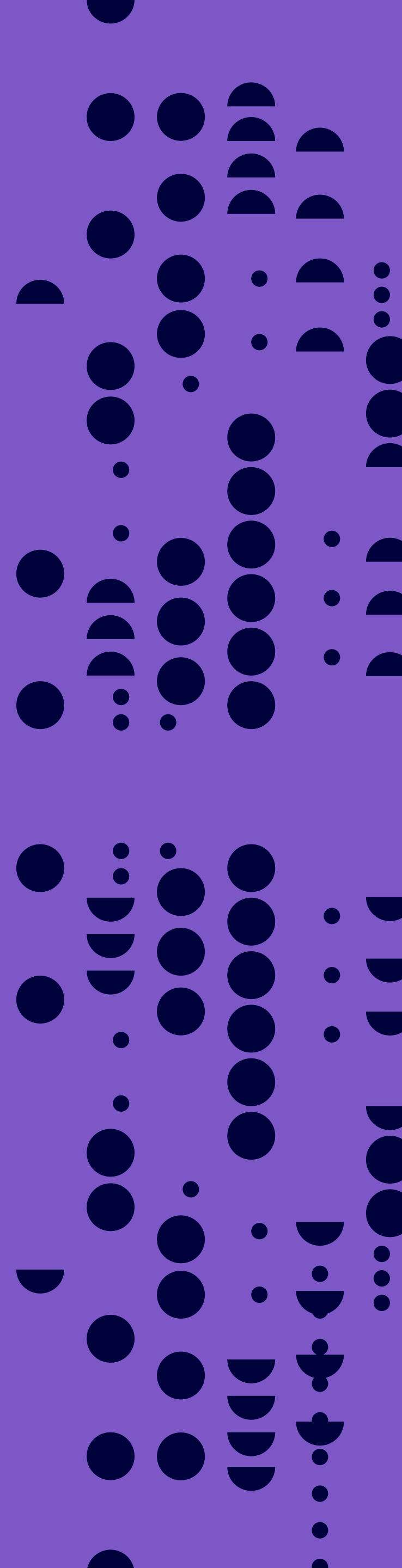
“Ibec Academy was invited to tender for this contract based on their proven track record in the field of supporting and educating many businesses and organisations across Ireland. daa has been a member of Ibec since 2005 and we have seen for ourselves the commitment, professionalism, and innovation that Ibec has brought to our organisation and Business Units within it.

As an Irish state-owned company, we are subject to the EU procurement Directive. Ibec Academy was chosen as our preferred contractor after a robust and transparent tender process. This tender was awarded based on cost and the best interpretation and understanding of our requirements within daa.”

“*Leading our Future*” is an over-arching and strategically aligned name for all the elements and supports provided in daa for our leaders. There are a wide range of activities undertaken to support people in these critical roles, which are distinct and self-contained. The “*Leading our Future*” is designed to help bring all the elements into one comprehensive offering for leaders.

The Ibec Academy courses were chosen to support daa in our goal of *developing great people and teams who are ready for tomorrow, and delivering everyday excellence for our people, leaders, and their teams, as well as building manager capability in a practical manner, customised for our business, aligned to our policies & systems.*”

**All text attributed to David Nugent,  
Organisational Capability Manager**



# Programme Plan and Graduate Development Programme

“Our organisation consists of four individual business units, Dublin Airport, Cork Airport, ARI, and daa International. The target audience for this programme was our people leaders and individuals in influential roles totalling 680 people. These included frontline supervisors in operations, middle managers, and individual contributors in our Central Function to our Group CEO. Since 2018, Ibec Academy have delivered more than 10,000 hours of training to this audience.

Our Management Fundamentals Programme consists of 1 and 2 day Programmes: An Introduction to Management Fundamentals for All Managers as well as eleven masterclasses including Managing Inclusively, Managing Absence and Managing Performance. Through the help and support of our Ibec Academy facilitators, we have adapted our approach to delivering programmes to meet the needs and requirements of specific leaders in different parts of the business. This ongoing evolution and adaptability are key to the success of the relationship we have with Ibec Academy.”

“More recently in Jan 2023, we launched the accredited ‘Diploma in Professional Competence’ delivered by Ibec as the educational element of our Graduate Development Programme. We currently have eighteen graduates enrolled and the feedback has been excellent to date.”

**All text attributed to David Nugent,  
Organisational Capability Manager**





# Customer experience

“Our relationship with the Ibec Academy facilitators has been positive from the very beginning. They have been engaging, co-operative and always collaborate on a creative level.

Our working relationship over the past 5 years has evolved and adapted. Their knowledge, genuine interest and understanding of our business and our people is second to none, and they have walked many tough miles with daa as a business.

The Ibec Academy facilitators positive reputations are well known across our business and on many occasions, we have received specific feedback directly about their professionalism, attitude, and industry knowledge they display during training.”

**All text attributed to David Nugent,  
Organisational Capability Manager**

# Impact and Results of Training Programmes

*“Endless positive feedback and repeat participants has shown us, on the Organisation Capability Team, that we are really hitting the mark with the training content and skills delivered on our Management Fundamentals Offering.”*

Gillian Ramsey  
Organisation Capability, Support Specialist

*“The ongoing support of the Ibec Academy facilitators through the Covid years, where they adapted to virtual training seamlessly and continued to support and work with our people, never ceased to amaze me. Now we are rising to a new challenge with in-person training and delivering bespoke programmes designed to meet the needs of specific parts of the business, to rebuild our business. This demonstrates real adaptability and a desire to meet our business needs.”*

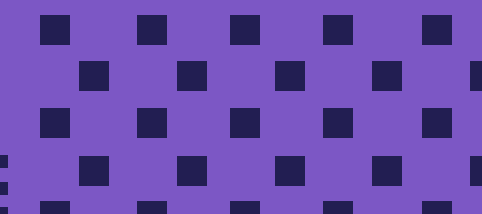
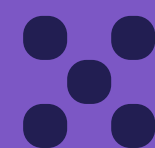
David Nugent  
Organisational Capability Manager

*“Through the Organisational Capacity team, we engaged with Ibec Academy to undertake training for our Department in Q4 2022. Niamh from Ibec Academy listened to our requirements and suggested a bespoke training agenda to be provided to our team across two full days.*

*This training pack was collated and shared in advance for review and tailored to suit our needs for management and team training, across a variety of roles and backgrounds within the team. Niamh is an excellent facilitator who presents challenging topics with ease ensuring active engagement from all participants.*

*Feedback from the group was highly positive, and individuals all had the opportunity to participate, learn and practice new topics and skills to use in their day-to-day roles.”*

Niamh O’Brien  
Head of Project Delivery and Innovation



# daa and Ibec Academy Future plans

“Looking to the future, we hope to build on the foundations we have put in place with the Management Fundamentals programme. We want to develop our bespoke approach, by designing programmes, in collaboration with the Ibec Academy, that meet the the specific needs of our leaders, in a different part of our business.

This will ensure we continue to support our leaders to engage and to drive forward our vision to be airport industry leaders, delivering excellence in a sustainable future.”

Text attributed to David Nugent,  
Organisational Capability Manager





# Ibec Academy

Ibec Academy's training solutions has widespread experience, designing customised training solutions across all industries including retail, healthcare, property and manufacturing. We take pride in building relationships and delivering results year on year.

We put you at the heart of everything we do. In partnership with you, we examine your requirements, gaps in skill sets and challenges facing your business now and in the future. We craft bespoke training solutions, which are relevant and dynamic in their approach.

If you are considering a customised solution for your people and teams, we would really like to hear from you.

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

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