

### Greencore's Tool for Growth

Once known as Ireland's sugar manufacturing company, Dublin-based Greencore Group plc is now a leading international convenience food manufacturer. Every year, Greencore supplies 1.5 billion sandwiches and other food products to many of the major retailers and brands in both the UK and the US. The key to the company's success? A "people at the core" philosophy. Greencore places special focus on developing the leadership skills of its workforce. getAbstract supports this endeavour by providing every employee with the relevant knowledge they need to drive their personal development as well as inspire the growth of their peers.



### Knowledge for Leaders

In its quest to remain a fast-growing convenience food leader and strengthen its position in the UK and US markets, Greencore recognises the importance of having an excellent management team that is well-informed and drives success.

The company's approach to leadership focuses on three areas: leading self, leading team and leading business. According to Phil Barnfather, Talent and Development Director at Greencore, this is precisely where getAbstract comes into play.

"Our key focus is to enable our managers to be the best leaders they can be by providing the tools they need to effectively

support and drive their teams," he says of the company's learning and development vision. "This is what we do with getAbstract, we give our managers the relevant knowledge they need to lead as well as they possibly can."

### Learning Leadership with getAbstract

Following the launch of its leadership programme, Greencore began searching for a solution that could provide relevant, up-to-date content and be easily integrated into the framework.

getAbstract stood out for several reasons. "We liked the simplicity of the platform as well as the range of the content – it's

appealing at all levels. It came down to the high-quality content and the way it's delivered," says Barnfather, adding that another persuasive point was the configuration of getAbstract, which allowed for a tailored arrangement of the material and quick access within the platform. "For example, if a manager wants to know how to deliver a specific competency on a specific level, we can guide them directly to the material on getAbstract".

As a corporation with people at its core, Greencore doesn't follow the traditional workplace learning approach. The company places its learning methodology around the 70:20:10 model, believing that formal training should be reduced in favour of a

### Achieved Results

- Fostered management's learning culture to drive people's careers
- Seamless integration with Greencore's learning management system and quick alignment with the existing leadership framework
- Created tailored solutions around key topics and trends according to the needs of each programme
- Made informal learning possible anytime, anywhere
- Supported performance reviews with relevant competency content to allow better decisions

# CASE STUDY: greencore

more informal approach. This allows managers to learn anytime, anywhere. getAbstract provided the ideal solution, allowing users to learn informally, while also offering a more structured program. When it came down to the formal 10%, getAbstract provided the necessary resources to guarantee tailored, brief and to-the-point material for Greencore's management staff.

## A Collaborative Approach

Combining Greencore's talent expertise with getAbstract's content knowledge made for an ideal learning solution. Both companies worked closely together on the content selection for theme-based reading lists. Greencore hoped to use these tailored solutions to inspire learners to use getAbstract and explore all of its resources on their own – and it worked. Barnfather partially attributes this achievement to the tool's flexible accessibility, including access on the go.

“One thing we liked about getAbstract is that one can access the platform via mobile phones, tablets and desktops, online or offline. It makes self-directed learning possible,” Barnfather says, adding that while employees predominately access summaries via desktops, they also appreciate the ability to download audios and listen to them in the car on their way to and from work. Nowadays, workforces want to decide when they learn and how they do it.

Today, Barnfather says that the one feature he values most about the company's collaboration with getAbstract, is its level of customer support. Specifically, the learning organization taking the time to create custom reading lists, tailored to Greencore's programs.

“getAbstract has been very helpful in terms of marketing, understanding, adapting, changing and identifying content,” he states, adding that speed and transparency have also set getAbstract apart from other learning organizations. getAbstract is always present with a dedicated Learning Consultant that understands Greencore's needs.

“Our getAbstract Learning Consultant is very quick to respond and support our needs,” Barnfather says. “We hoped that would be the case, and that was absolutely the case.”

## Supporting Greencore's PRIDE

Greencore's performance management programme, PRIDE, also benefits from getAbstract. This system is centered around performance reviews and allows leaders to actively manage goals throughout the year. getAbstract provides content aligned to PRIDE needs. For example, to prepare for upcoming performance reviews, teams get access to summaries that provide valuable support, offer guidelines and give insight into new approaches for assessing performance.

Barnfather regularly liaises with its dedicated getAbstract Learning Consultant. To continuously offer the best development and growth opportunities. Together they discuss key topics and trends to make sure getAbstract stays current and relevant for Greencore staff.

Greencore endeavors to support all of its staff equally, enabling employees to learn on- and off-site, offering tailored solutions, and encouraging independent learning. getAbstract is a central part of that effort and continues to offer support for all aspects of learning at Greencore.



Phil Barnfather

**“Our key focus is to enable our managers to be the best leaders they can be by providing the tools they need to effectively support and drive their teams, getAbstract helps us do just that.”**

- Phil Barnfather, Talent and Development Director