

# LEARNING AND DEVELOPMENT

CAPABILITY BUILDING

# STRENGTH THROUGH SKILLS

## PROGRAM OUTLINES

CREATE A MORE EFFECTIVE  
ORGANISATION

### DATE

2021

### CLIENT OFFER DOCUMENT

MCBI LEARNING AND  
DEVELOPMENT SERVICES  
AUSTRALIA

## AWARD WINNING

MCBI is an award-winning corporate training provider of quality learning solutions for corporate Australia. We help organisations to improve capacity and performance through their people.

With more than 16 years of successful international and Australian experience, our teams have worked with many world leading companies to improve results by enhancing the skills of their workforce.

We have been formally recognised for our outcomes, high level of customer service and talent for matching our accredited and high-performance facilitators to the needs of our clients.

We bring focus, learning strategy and an enduring commitment to our client's success through their people and we hope to work with you in the future.

**An investment in  
knowledge always  
pays the best  
interest.**

Benjamin Franklin



# BENEFITS OF A SKILLS STRATEGY

## **Maximise Productivity**

Skilled workers are confident in their job, and this means improved productivity. Unskilled workers, on the other hand, would likely require additional training, taking up valuable time and resources.

## **Improve Problem Solving Abilities**

Skilled workers have improved theoretical and practical knowledge, making it easier for them to overcome daily issues and highlight inconsistencies within your business practices. They have the knowledge to do what is necessary and the ability to solve modern problems as they arise and benefit your entire workforce.

## **Save Money**

Whilst they may be paid more than unskilled workers, skilled workers will save your business money in the long run. Unskilled workers are more likely to require additional training, make mistakes on the job and potentially damage customer relations. Skilled workers have the skills and expertise to deliver a job well done and keep your customers satisfied, saving your business money.

## **Improved Profitability, Stronger Growth**

Some businesses have the mistaken belief of 'quantity over quality', and this is never a good idea. It is better to employ a handful of skilled workers than multiple unskilled workers as they are far more likely to deliver the results you expect and with less drama. As experts in their field, they will help improve profitability and reputation and you'll be on track for stronger growth.

## **Positive Work Relationships**

Skilled workers improve workplace relations and culture, as they will be able to perform the job at hand and work harmoniously with their colleagues without unnecessary conflict. This makes for a happier workplace, increased staff loyalty and reduced stress.

## WHICH IS BEST?

### BESPOKE or PUBLIC

When choosing a learning option for your team, it is worth considering the relative strengths of each approach – public or bespoke in-house training. Both are designed to enhance skills but take a different approach.

Our public courses are wonderful opportunities to bring together different people with an array of professional experiences united by a shared learning.

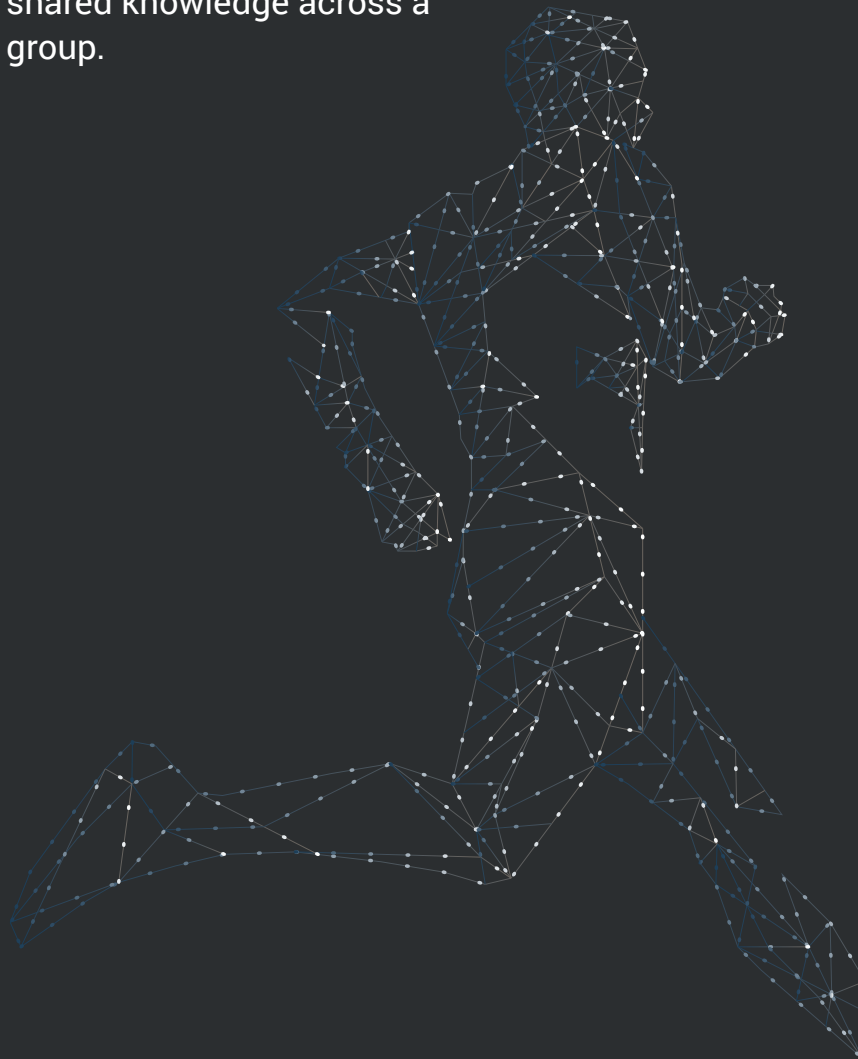
Public courses create options for diversity, collaboration and the exchange of ideas. They can also be inexpensive and allow for a small attendance.

A bespoke learning program is used to grow staff performance in a more targeted manner. In house sessions allow for the embedding of skills specific to the organisation and enable a more tailored approach.

A bespoke program is a perfect tool to increase in productivity, operational effectiveness and develop a shared knowledge across a group.

## FOCUS ON STAFF

According to a recent Accenture Report, 51% of business leaders said they have plans to create individualised employee experiences comparable to consumer experiences to allow for greater engagement





## WE CREATE A MORE ENGAGED WORKFORCE

The true commercial benefits of an enterprise staff training program extend well beyond skills uplift. An IBM study revealed that employees who feel they cannot develop in the company and fulfil their career goals are 12 times more likely to leave the company.

A well thought out L&D program can lead to a reduction in staff turn over; better retention of skilled people; and higher morale leading to less absenteeism and wellbeing problems. All leading to better commercial outcomes for the business

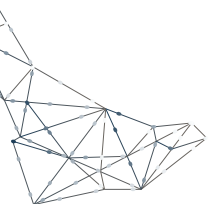
On the other hand, a lack of training leads to employees who feel unappreciated in their job and a general sense of purposelessness. At this point, employees either leave or get fired for poor performance, which leads to a negative impact on the business

Talk to MCBI about creating a 2021 learning and development program to help support your business and people.

A recent global survey conducted by Middlesex University for Work Based Learning, spanning three generations (Baby Boomers, Generation X, and Millennials), showed that 70% of the respondents indicated that job-related training and development opportunities influenced their decision to stay at their job.

**‘The MCBI program improved the whole brand of our L&D team inside the business’**

2020 Corporate Client



Online Masterclasses



Lunch and Learn



Half Day



One Day



Two Day



# JOIN A PUBLIC PROGRAM



## LEADING PEOPLE

Leadership capability is a key part of growing a modern workforce. The principles of great leadership have changed dramatically in the past 10 years and so have the key messages of education.

MCBI offers a targeted range of modern global leadership training options to support your leaders to evolve and develop.

## LEAD AS YOU WISH TO BE LED.

In an analysis done by McKinsey & Company (2018) of 25 common skill sets, researchers found that between 2016 and 2030, the demand for social and emotional skills will grow across all industries by 26% in the United States and 22% in Europe.

Leadership is rapidly transforming into a people skill set rather than technical superiority.

People want to be led by those who bring insight and skill to their employee experience.

## OUR PROGRAMS

**1. The Relentless Integrity Program™**

**2. Storytelling Skills for Change**

**3. Managing Remote Teams Well**

**4. Communication Styles for Teams**

**5. Coaching Staff for Success**

**6. Building High Performance Teams**

**7. Adaptative Leadership Principles**

**8. The Hero's Journey for Leaders**

**9. Leadership for Technical Teams™**



**CHANGE IS  
INEVITABLE.  
SURVIVAL IS  
OPTIONAL.**

## THE CHANGING WORLD

Our world is rapidly changing and 79% of Australian executives agree that the future of work will be based on specific projects, more than role, and we need to teach our people how to change and evolve.

MCBI has a strong track record in working with clients to develop the delivery and change management skills of their own people and contribute to better project outcomes.

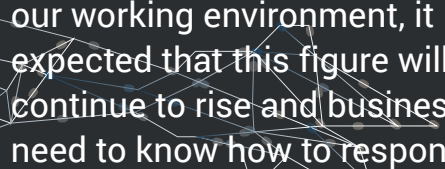
Talk to us today about one of the many public courses or consider creating a bespoke program and enhance your project and change efforts from within.



## OUR PROGRAMS

1. **Better Business Analysis™**
2. **Advanced Better Business Analysis™**
3. **Customer Journey Mapping**
4. **Strategic Workshopping skills**
5. **Modern presentation skills**
6. **Using storytelling for change**
7. **Stakeholder management skills**
8. **Design led thinking**
9. **Creating an intrapreneurship culture**
10. **Australian Change Management™**

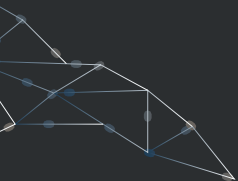
# WELLBEING & PEOPLE



According to PWC (2014), mental health conditions are costing Australian businesses between \$11 and \$12 billion dollars every year. As we better understand the impact of COVID and the change to our working environment, it is expected that this figure will continue to rise and businesses need to know how to respond.

Many are now proactively building 'mentally healthy' workplaces that are positive, productive and provide meaningful educational opportunities to grow and learn.

At MCBI, we are proud of our wellbeing and people workshops as it create measureble change for people



## OUR PROGRAMS

1. Developing emotional resiliency
2. Understanding neuroplasticity
3. Developing a growth mindset
4. Leading challenging conversations
5. Coaching Skills
6. Negotiation Skills – FBI Style
7. The Art of Delegation
8. Managing conflict positively
9. Mindfulness and wellbeing
10. Stakeholder Management Skills





## **CARE FOR YOUR MOST VALUABLE ASSET**

'Every dollar spent on effective mental health action returns \$2.30 in benefits to an organisation.'

(PWC, Beyond Blue National Mental Health Commission, 2014)

**'THE SESSION WAS  
GREAT WITH TANGIBLE  
OUTCOMES WITH  
STRATEGIES OUR PEOPLE  
CAN IMPLEMENT  
STRAIGHT AWAY'.**

Estee Kong. 2020.  
SAAB



## **GOOD BETTER BEST. NEVER LET**

MCBI offers an array of foundation skills designed to help the modern workforce grow. We offer a flexible array of workshops to choose from quick microlearning delivered at online master classes or 2-hour lunch and learns through to comprehensive testing and analysis.

**TALK TO US  
ABOUT WHICH  
PROGRAM  
WILL BEST  
SUIT YOUR  
NEEDS.**

# OPERATIONAL EFFECTIVENESS

One of the easiest ways to improve the results of a business is to increase the skills base of the workforce. Learning and development remain one of the safest and best returns on investment for a business to consider.

The operational effectiveness stream will increase the core skills you need to build a more productive workforce. Simple but critical skills to help people communicate better, negotiate well and help your teams to move forward.

## OUR PROGRAMS

**1. Effective Business Writing**

**2. Trust Based Selling Skills**

**3. Process Mapping Fundamentals**

**4. Time Management - Google style**

**5. Negotiation skills**

**6. The Art of Delegation**

**7. Lean Six Sigma**

**8. Understanding Enterprise Architecture**

**9. Agile Project Management (variety)**

**10. Computer Literacy (Excel, PowerPoint, etc.)**

# LEADING PEOPLE

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# THE CHANGING WORLD

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## **WELLBEING & PEOPLE**

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## **OPERATIONAL EFFECTIVENESS**

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# YOUR OWN BRANDED DIGITAL CREDENTIALS

MCBI is committed to providing an end-to-end corporate experience and to add value to your business strategy.

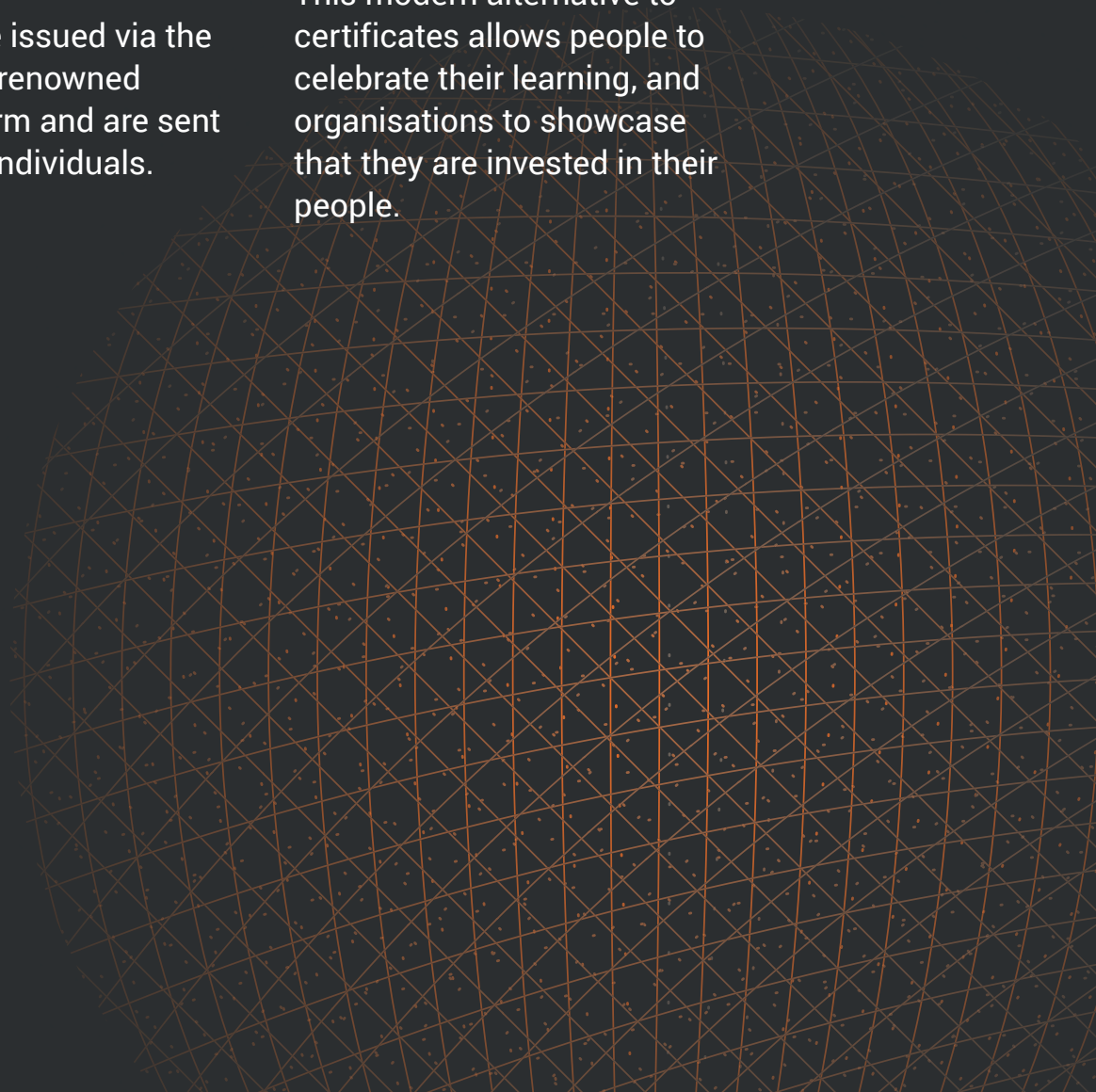
As a part of our unique offering, we allow our bespoke clients to issue digital credentials, commonly referred to as badges, as a part of the courseware.

Our badges are issued via the internationally renowned Acclaim platform and are sent directly to the individuals.

The digital image contains verified metadata that describes the individual's qualifications and the process required to earn them.

Digital badges can be used in email signatures or digital resumes, and on social media sites such as LinkedIn, Facebook, and Twitter.

This modern alternative to certificates allows people to celebrate their learning, and organisations to showcase that they are invested in their people.





## GLOBAL CREDENTIALS. COMPANY RECOGNITION.

Adding digital credentials to your bespoke learning training program can increase motivation and participation rates.

Bespoke sessions come with badges emblazoned with your company logo and will be shared on social media. It will showcase to future employees the commitment your business makes to staff development.



## OUR ACCREDITED FACILITATORS

To ensure high standard of facilitation, MCBI puts great importance in finding the right professional trainer to match the program. We utilise the award winning Jungal™ platform to find the best MCBI Accredited Facilitators.

We currently have a team of 10 Accredited MCBI facilitators nationwide who bring a broad range of expertise and professional experience. From serious auditors to passionate wellbeing advocates, the MCBI training community will deliver the right energy and focus for your assignment.

As a part of our solution, we carefully brief each of the facilitators on your organisation, group composition, goals of the training and relevant student background. It helps us to rapidly connect and ensure the most targeted learning experience for your staff.

All facilitators operate under the MCBI facilitator Code of Conduct to establish consistently high quality and standards our clients can trust.



## **BIRDS OF A FEATHER.**

We seek out the best  
facilitators and invite  
them to become an MCBI  
Accredited Facilitator.

This accreditation  
recognizes the skills of  
the presenter combined  
with their professional  
knowledge.

Our team are  
experienced and highly  
credible professionals  
with a passion for  
lifelong learning.

**'I REALLY  
VALUED THE  
KNOWLEDGE OF  
THE  
FACILITATOR'**

Megan Longbottom.  
2020 Online  
Masterclass



# REAL STORIES SHARED. AUSTRALIAN WISDOM.

As a part of our end-to-end learning experience, MCBI offers additional free resources to further engaged your teams.

Our popular podcast series has entered into its third series and features a number of Australian identities sharing their knowledge and experience on leadership and business-related topics. It is frank, unfiltered and provides a local viewpoint.

We often use these sessions as a modern alternative to pre-reading and as a way to engage the busy modern learner.

Our YouTube channel hosts a number of free resources and educational videos that are made available to the general public. These set our key and modern concepts to help the learner to fully grasp complex ideas.

Many of the videos feature in the workshops and we pass this on to participants to share back in the workplace.

Subscribe online and keep up to date with the latest from the MCBI team.

## YOUTUBE & PODCAST RESOURCES





# CONTACT US

## Free Resources Online

MCBI supplements our training events with bespoke and engaging YouTube videos.

We make these resources freely available to our clients to allow every organisation to spread core messages and develop teams and the workforce effectively.



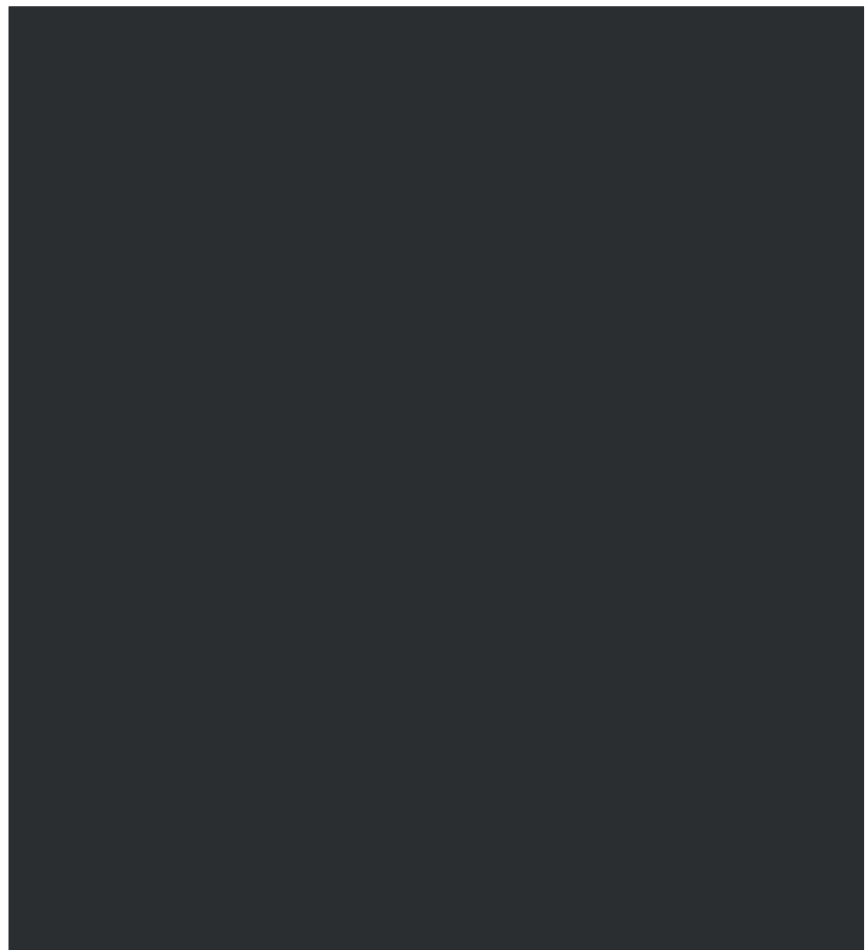
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## Serviced offices

Sydney | Melbourne | Brisbane

Follow us on your favourite  
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**MCBI**  
it is all about people