



Diversity Training for The Ford Motor Company Ltd

Ford recognise the importance of all their employees having a good understanding of Diversity and Dignity at Work (D&DAW) both in basic compliance terms and how a greater awareness can significantly enhance business performance as well as the appreciation for the diversity of everybody and the right to be treated as an individual, with respect and with dignity.

In 2003, Ford launched an ambitious 5 year programme to deliver D&DAW training to around 18,000 employees based around the UK at diverse sites including; Dagenham, Southampton, Bridgend and Daventry. The Outsourced Training Company was selected as the main delivery agent and programme management organisation for this turn-key project.

Working closely with our colleagues at Ford the following key deliverables have been achieved:

Training Programme Design and Implementation

The design, development, piloting then ongoing update and improvement of; a specialised investigator course, a 1 day course for managers and a half day course for non-management grades.

2nd Tier Supplier Management

The selection, assessment and continued management of a wide range of training delivery associates based on an Occupational Psychology model, this included the payment and ongoing administration of these associate providers.

Back Office Programme Management

The co-ordination, administration of all 18,000 delegates, involving training venues, facilitation then running post course evaluation through a Kirkpatrick based process including the generation of complex KPI reports into Ford.

Learning Management System

The Outsourced Training Company is directly responsible for loading delegate information and tracking through direct entry onto Ford's Oracle based Learning and Management System.

The Outsourced Training Company's course offerings are very interactive and unique. Our exercises have a strong foundation in; social psychology, theory on attitude changes relating to diversity and racism. We also incorporate learning theory, in that our mix of exercises assists deep, accelerated learning and caters to multiple intelligences. So, you'll see the use of music, discussion, role plays, videos, games, drawing, moving about the room, and the use of statistics, among others. Finally, our approach is "respectfully provocative" - we want delegates to come out of their comfort zones, so that they can explore their own diversity and that of others.

The results so far...

The Outsourced Training Company have delivered a highly effective cost efficient training programme to Ford whilst continually improving the material for best practice and legislative updates. The programme has about a year to go and has already directly benefitted the bottom line.

The volumes are as follows:

Non management:	14,530
Management:	2,000
Investigator:	250

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Find out more at www.totc.com or call 0800 169 3040