



Thomas Crosbie Holdings

The Inside Story: Internal Learning Brings Growth in Media Sales.

Wishing to capture their learning at work and receive formal recognition and accreditation for this learning, TCH approached CIT to customize a course for this purpose.



The Need

TCH worked with the CIT School of Business to develop a tailored course for the needs of sales staff which built on their existing skills and developed their knowledge in related areas. Having previously engaged with CIT in developing a Higher Diploma Journalism Practice, TCH were aware of the positive impact and importance of continuous professional development for their professional workforce.

The Solution

CIT collaborated with TCH and the Sales Institute to develop a BA in Sales that recognised work-based learning and incorporated content to inform best practice.

The first cohort of students began the programme in September 2006. By September 2008, 29 students had successfully completed the course.

Challenges

Employees seeking the qualification were geographically dispersed throughout Ireland. The employees were also varied in their educational background with quite a number having little or no academic qualifications.

The boundaries between the workplace and the academic environment became blurred as the employee was regarded as being at work while attending CIT. Ensuring the work of absent employees

was covered and encouraging workplace mentors to be fully committed to the process also presented a challenge.

Critical Success Factors

Flexibility was one of the key reasons why this partnership and programme succeeded. TCH showed flexibility in terms of releasing employees from the workplace for two and a half days a month and also providing them each with a work place mentor. CIT and the Irish Sales Institute were flexible in in terms of delivery time and module content requested by TCH. Recognition of prior learning and work based learning was an integral part of the submission to HETAC and in the practical delivery of the course.

Benefits of the Engagement

TCH see themselves as a learning organisation and believe that formal qualifications and professional development by employees can only enhance their position within the business community.

Mentor reports noted visible improvements in day to day operations, and how the learning portfolio helped in developing their sales force and making them more proficient in their role. Learners expressed that they were more confident in their role in the workplace.

“I see improved performance, my mentee now exceeds his monetary targets and has achieved a valuable and lucrative customer base, which continues to grow with consistent new business development.”

TCH Workplace Mentor

“Boosted my confidence in my own abilities.”

TCH Learner

“A very beneficial course to do, very relevant to the workplace and I benefited hugely from the experience. I was able to implement the skills I developed in the workplace.”

TCH Learner

