



Hive Group Training plan 2011

All sessions 1 hour unless specified

Internal training – all staff	Date	Time	Owner
ABPI – compliance focus	23 rd March	1300	Sang
How to research and evaluate advertising	4 th March	0930	John F/Kathryn
Pharmacy – an insider perspective	7 th April	1200	Gemma
How does communication work?	5 th May	1200	Wyndham
Part 1 – Shattering the insight myth Part 2 - The culture of biomedicine (1): Training and making doctors	7 th June	12 – 12.15 12.30 - 1	Dr. Kathryn
How creativity works	30 th June	1200	Adam
Integrating your communication – tactical planning	7 th July	5pm	Tim
Business models and communications agencies	14 th July	1200	Sapna
Anatomy of a pitch – regular reviews of pitches	Ongoing	Ongoing	Tim
Branding and identity	18 th August	1200	Wyndham
A client perspective on communications	7 th September	1300	Nigel and Jas
Developing creative assessment & constructive feedback	Ongoing	Ongoing	Kathryn/Adam
Account Executive Training			
Proof reading, editing, QA	18 th April	N/A	Gemma
Zinc	19 th April	N/A	Kate
ABPI	9 th May	TBC	Sang
Traffic and process	w/c 16 th May	TBC	Janine
Artwork and print basics	w/c 31 st May	TBC	Helen
Time management / project management and status	w/c 13 th June	TBC	Helen
Client management and crisis management	w/c 27 th June	TBC	Kate
Communication styles	w/c 11 th July	TBC	Gemma
Finance	w/c 25 th July	TBC	Sang
Strategy school - MBA case study discussions			
Session 1 – Mike Howes – Launching findwine.co.uk	2 nd March	5pm	Tim
Session 2 – Shouldice hospital	13 th April	5pm	Tim
Session3 - Apprentice session	8 th June	5pm	Tim
Session 4 – Morgan Stanley	18 th July	5pm	Tim
Session 5 – Secret sauce	15 th August	5pm	Tim
Session 6 – The Value Profit Chain	15 th Sept	5pm	Tim
Session 7– Oprah Winfrey	15 th Nov	5pm	Tim
Session 8 – Attitudes not platitudes	16 th Dec	5pm	Tim
Book club			
Session 1	22 nd March	0930	Emma
Session 2	26 th April	0930	Emma
Session 3	24 th May	0930	Emma
Session 4	28 th June	0930	Emma
External training			
– Module 1 (February)			
○ Module 1 (Day 1 – 7 th February 2011)			
○ Introduction			
○ Flip Chart exercise to determine understanding of selling process			
▪ Video examples			
○ Flip chart exercise to determine team view re needs			
▪ Selling Skills			
▪ Presentation Skills			
▪ Frequently experienced challenges/obstacles			
○ Individual exercise to identify individual needs/strengths			



- Selling Skills
- Presentation Skills
- Account Management skills
- Team working skills
- Outline proposal for HIVE Selling Approach
 - Flexible and adaptable to:
 - Selling environment
 - Team selling – Pitch process
 - Individual selling
 - Level of relationship
 - Phase of pitch process
 - Phase of Account development
- Team agreement on Selling Approach/Model
 - Identification of top line core competencies
 - Evidence/examples of competencies
 - Video example of a sales call
- Outline proposal for basic HIVE Selling Skills Assessment Form
 - Three scoring levels
 - Bee brilliant – aspirational level exemplifying best practice
 - To Bee – fulfilling high HIVE standards
 - Not to Bee – some development needs evident
- Agreement of next steps – personal exercises in preparation for Module 2
- Exceeding customer expectations – FISH video example

- Module 2 (Days 2 and 3 – 08 and 09 March 2011)
 - Review of personal exercises from Module 1
 - Presentation Skills – RADA Impact and Influence Programme
 - Characteristics of Effective Communication
 - Communication Skills
 - Building Confidence
 - Scenario based practice
 - One to One Coaching
 - Personal Exercises in preparation for Module 3

- Module 3 (Day 4 – 6th April 2011)
 - Review of personal exercises from Module 2
 - Scenario based Presentation Skills practice
 - Team assessment/feedback
 - Review of new HIVE Selling Model/Approach
 - Review of new HIVE Assessment Form
 - Self Development Toolkit
 - Real Play 1 – simulation of a business development call to follow up on a new business lead (scenario to be informed by a realistic HIVE example)
 - Pair work – filmed using mini flip camcorders
 - Review of videos using assessment form
 - Identification of best practice
 - Identification of development areas
 - Coaching support
 - Re-run of scenario utilising feedback
 - Real Play 2 – repeat of process, utilising a different (HIVE) scenario
 - Review of learning points
 - Personal Exercises in preparation for Module 3
 - Preparation for Module 4 Pitch Real Play simulation
 - Role assignment

- Other (20th April) 'The life of a sales rep'

- Module 4 (Day 5 – 10th May 2011)
 - Review of personal exercises from Module 3
 - Review of RADA Communications Skills methods
 - Scenario based practice
 - Internal HIVE Pitch Real Play Exercise
 - HIVE Scenario
 - Role assignment with detailed individual and teams briefs
 - 1 hour filmed pitch
 - "Client Feedback" by HIVE Colleagues



<ul style="list-style-type: none">▪ Assessment of component presentations – using video replay▪ Assessment of collective – team performance – using video replay○ Self development Plans based on personal copies of Real Play videos
<ul style="list-style-type: none">○ Module 5 (Day 6 – 8th June, 2011)<ul style="list-style-type: none">○ Review of personal exercises from Module 4○ Interactive generic Selling Skills practice○ Bee Day Exercise Preparation X 2 Teams of mixed competencies<ul style="list-style-type: none">▪ Provision of a detailed brief for a fictional client and product campaign▪ Agreement of roles and tasks▪ Selling Process plan agreement▪ Outline development of presentations○ Presentation build assignment in preparation for Bee Day event
<ul style="list-style-type: none">○ Module 6 (Day 7 – 6th July 2011)<ul style="list-style-type: none">○ Bee Day Pitch – practice○ Internal HIVE Bee day Selling simulation exercises x 2 teams<ul style="list-style-type: none">▪ Filmed○ Feedback – focused on Selling and Presentation skills using a variation of the HIVE Assessment Form○ Video Review○ Team “cook-out, learning a new skill and “mystery” speaker