

Evaluation Case Study: The Introductory Certificate in Organisational Development

The Beech Centre

As our name suggests, The Beech Centre for People, Performance and Organisational Development believes that Organisational Development (OD) is an integral part of ensuring an Organisation's wellbeing and sustainability.

We also are of the view that at the heart of good OD are highly effective OD practitioners, and that to be a highly effective OD practitioner, an individual needs to be knowledgeable and skilful in three key areas; Consultancy, Coaching and Facilitation.

With this in mind, The Beech Centre created a development programme encompassing these three skills called the Introductory Certificate in Organisational Development. This certificate was founded as an ideal starting point for those in Human Resources, Learning and Development, Change Management and OD roles looking to develop a solid foundation in good OD practice. Many delegates of this programme then go on to further develop their skills in one or more of these discipline areas after graduating by enrolling onto one of The Beech Centre's Certificate programmes.

The Certificate comprises of three two-day modules, one for each discipline as well as two supervision calls (where delegates have the opportunity to reflect on how they are applying their learning back in the workplace) and a half day evaluation session. The two day modules are heavily based upon two day programmes The Beech Centre already run on each discipline- Introduction to Consultancy Skills, Introduction to Facilitation Skills and Coaching for Leaders, however these have been specifically tailored to reflect the fact that the modules are all joined up into one certificate. As with all Beech Centre programmes, the OD certificate focuses on experiential learning at its core.

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It is also facilitated, which allows the outcomes of the session to be agreed with the participants at the start of the day and allows for the facilitator to respond accordingly in the moment by potentially altering the agenda, so that the delegates get as much out of the course as possible.

Chris Malings, one of The Beech Centre's OD Consultants, has facilitated the Certificate many times and was involved in its development:

"This is a programme I really enjoy facilitating – it's always a privilege to accompany people whilst on their learning journey and within this programme there is an opportunity to work across a number of different disciplines, albeit there are consistent themes that run through each. It's also good to be able to connect in the supervision calls between modules, which enable participants to reflect on how they've applied their learning. This means we can explore areas in more depth where that's helpful. The Evaluation Day is a particularly enjoyable day for me – it's always a celebration, but also an opportunity to continue practising, learning and thinking about how to continue applying the learning back in the workplace. It's great to see tools and techniques learned during the modules being applied with confidence and ease! It's also an opportunity for participants to share with me what has worked well for them and what could usefully have been different, so we can continue to evolve the programme."

The Impact

During the evaluation session, delegates on our Introductory Certificate are asked to consider the impact the programme has had on them and their development as OD practitioners.

A great number of delegates commented on the way that the programme was facilitated as being key to aiding learning. The fluid facilitation style seemingly allowed the participants to gain as much as possible from the sessions as the participants could influence the agenda of the day according to what would be most helpful for them. Chris, being the facilitator in this instance, showed up really positively and openly to suggestions of how the day could be structured differently to the session's normal agenda.

The way the three modules are structured was also described as being beneficial to learning; the delegates described that the three modules complemented one another and involved a good mixture of both the theory and experience of applying this practically, making it easy to take this new knowledge back in the workplace.

The programme was also said to be very focused on the delegates; from the way that the facilitator contracted with the participants about the outcomes they wanted to achieve at the beginning of the programme, to the supervision calls, designed to allow the participants time to reflect on what they have learnt and what skills they want to spend subsequent time developing, which was said to leave the candidates feeling like they had received a high return on investment.

Quotes from some of the participants

“ Looking back to my Beech Centre experience, I think about how much of a positive impact it has had on me, specifically around my leadership style and mind-set. The Beech programme has enabled me to develop my thinking both at work and socially which is having a positive impact. The learning has enabled me to grow and develop my own authentic style, this has resulted in a more confident and happy me with a healthier more positive mind-set. I thrive on the opportunity to develop personally so thank you to Beech for enabling me to do this by providing an enjoyable, useful and powerful learning programme. ”

“ I have found the whole programme practically interesting and have learned a lot from each of the modules. On reflection I am a lot further on with these aspects of my role and my confidence has grown in all areas and I'm using the skills gained from this course. I didn't realise how much I would use the skills I have developed, on a day to day basis in my role. I have found the supervision calls to be useful and having that catch up at mid points of the programme has kept me in tune with how others are doing and how we are all developing. ”

“ I have really enjoyed attending The Beech Centre's OD certificate programme. I have gained a wealth of knowledge and skills that I already notice myself using in various situations, both at work and in other areas of my life. The peaceful surroundings and collaborative facilitation style enabled me to really connect with what I was learning and get as much as I could out of the programme. I really enjoyed all of the modules, especially the Introduction to Facilitation Skills. I will be looking to develop my knowledge through further development, and I will be definitely looking at The Beech Centre's Certificate in Facilitation Skills to enable me to do this. ”

What next?

Graduates from The Beech Centre's Introductory Certificate in Organisational Development usually go on to cement their learning by enrolling on one of The Beech Centre's Certificate programmes in either Professional Consulting, Performance Development Coaching or Facilitation Skills. For more information on The Introductory Certificate in Organisational Development or any of our Certificate programmes, please contact us at info@thebeechcentre.co.uk