

# Free learning courses

Inspiring and supporting learning for personal and career development, to enable industry professionals to play their part in driving our industry forward.

2021

People from IGD



# 5 common characteristics of IGD free learning courses



- 1 Courses are **free** and there are no limits on places
- 2 Learners develop both their **personal skills and industry awareness** by hearing from a range of subject-matter experts and industry professionals
- 3 We **inspire curiosity** by delivering content in a light-touch way that encourages learners to reflect and find out more
- 4 Most of the course is completed in **the learner's own time** to give maximum flexibility, but there is also an opportunity to learn, practice and **connect with others** by attending live online events
- 5 Courses are hosted on our **learning management system**, for which learners will be automatically registered upon booking

# 2021 free learning courses to help your team grow and thrive

## NEW STARTER SKILLS

### Key facts:

- Course objective: help new starters to the industry take their first steps with confidence
- Estimated learning time: 8 hours (spread across 8 weeks)
- Intakes: 8-Feb; 27-Sep 2021
- Delivery: online (6 hrs self-learning plus 2 hrs digital event)
- Certificate for completion
- 90% recommendation from 2020 participants

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## COMMERCIAL AND SUPPLY CHAIN IMPACT

NEW

### Key facts:

- Course objective: help more experienced colleagues maximise their potential through productive and collaborative working practices
- Estimated learning time: 6 hours (spread across 8 weeks)
- Intakes: 5-Jul 2021
- Delivery: online (4.5 hrs self-learning plus 1.5 hrs digital event)
- Certificate for completion

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## NEW LINE MANAGER SKILLS

NEW

### Key facts:

- Course objective: help new or aspiring line managers lead their team through challenge and change
- Estimated learning time: 6 hours (spread across 6 weeks)
- Intakes: 4 May; 15-Sep 2021
- Delivery: online (4 hrs self-learning plus 2 hrs webinars (TBC))
- Certificate for completion

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# Course 1-page summaries

from **IGD**



# Course overview: New Starter Skills

## Key facts



## Course content and experience

Building awareness and inspiring curiosity

### What is involved?

- Estimated learning time: 8 hours (spread across 8 weeks)
- Intakes: 8-Feb; 27-Sep 2021
- Delivery: online (6 hrs self-learning with a range of resources plus 2 hrs digital event)
- Certificate for completion
- Cost: FREE

### Who is it for?

- Best suited to those who are starting their career in a food and consumer goods business, or for those looking for a refresher
- Applicable across all functions
- Many participating businesses embed within early career programmes for graduates, apprentices and interns...
- ...or use it to enhance inductions and "keep warm" campaigns for new starters

### What will learners do?

- Explore societal and shopper trends and consider their impact
- Build knowledge of the industry with a focus on key channels and outlook
- Be introduced to some key industry functions
- Learn from and connect with fellow participants through discussion boards and dedicated event

**BOOK FOR YOUR TEAM**

“

I now feel I have a foot on the ladder in terms of understanding the industry and the knowledge I have gained will help me to progress and develop in my career.

”

“

It is a key part of our talent development strategy and is embedded in our Degree Apprenticeship programme that develops our future leaders.

”

**90%**

recommended

**82%**agreed it  
contributed to their  
personal  
development**250**participating  
businesses**1,300**

learners

**6,000**learning hours  
completedfrom **IGD**

# Course overview: Commercial and Supply Chain Impact

## Key facts

**NEW**  
in 2021



## Course content and experience

Building awareness and inspiring action

### What is involved?

- Estimated learning time: 6 hours (spread across 8 weeks)
- Intakes: 5-Jul 2021
- Delivery: online (4 hrs self-learning with a range of resources plus 1.5 hrs digital event)
- Certificate for completion
- Cost: FREE

### Who is it for?

- Next stage from new starter
- Best suited to more experienced colleagues with around 2 years
- Typical roles include:
  - Account manager
  - Category manager
  - Marketing executive
  - Supply and demand planners
  - Customer services team leaders

### What will learners do?

- Develop collaborative working, communication and creative thinking skills. Connect and practice with fellow participants dedicated event.
- Explore societal, shopper and retail trends and consider how you can play a role
- Improve cross-functional awareness with insight into key functions such as new product development; demand planning; manufacturing; distribution; account management; buying

**BOOK FOR YOUR TEAM**

# Course overview: New Line Manager Skills

## Key facts

**NEW**  
in 2021



## Course content and experience

Building awareness and inspiring action

### What is involved?

- Estimated learning time: 6 hours (spread across 6 weeks)
- Intakes: 4-May; 15-Sep 2021
- Delivery: online (4 hrs self-learning with a range of resources plus 2 hrs webinars (TBC))
- Certificate for completion
- Cost: FREE

### Who is it for?

- Designed for those who are new to, or looking to transition to a line management role
- Applicable across all functions

### What will learners do?

- Build awareness of societal, shopper and retail trends and consider how you can play a role
- Explore techniques for managing and motivating others remotely and through change
- Get an introduction to coaching, including listening skills and empathy
- Learn how to build a positive team culture based on empowerment, inclusivity and continuous learning

**BOOK FOR YOUR TEAM**