

Building a Better Business School Strategic Plan Summary 2009-2012



**The Warrington
Business School**

The Warrington Business School

0845 849 0020

training@thewbs.co.uk

Winwick Road Campus, Warrington WA2 8QA

Mission

To develop people and drive organisational performance through high impact training.



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Vision

To be the most trusted training provider in the Northwest.



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Aims

To deliver nothing short of the best of The Warrington Business School.

1. To be **employer focused**, understanding of and responsive to changing needs
2. To deliver **excellence** and support a culture of high performance.
3. To work with our employers as partners and sustain strong **customer relationships**.
4. To widen our role and influence as a **strategic partner** on the region's economic development.
5. To support **continuous improvement**.



Values

We are committed to customer satisfaction. We stand behind our products and services to our employer customers and our learners alike.

1. **Quality**

Excellence in teaching + learning. Strive to improve.

2. **Integrity**

Be accountable and responsible.

3. **Respect**

Treat people fairly, equally.

4. **Teamwork**

Collaboration and cooperation.



Customer Relationships

Our focus will be on developing meaningful relationships with our customers and stakeholders.

Gaining greater understanding and deeper insight into our market and customer needs through ongoing research.



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Performance Management

We will critically evaluate our effectiveness in delivering training.

We will monitor how we impact and add value to our employer customers and use this information to market our services.



Brand Management

We will work towards strengthening our brand through consistency, communication and co-ordination.

Our strategic partnerships will help to drive our product innovation and improve our service constantly. In effect, creating a reliable market and sustainable growth for the business school.



People

Represent the brand in everything they do and say, as a team member and brand rep. They are integral to the successful implementation of the strategic plan.

They are committed to finding the best training solutions for our employer customers and feel empowered. Encouraged to innovate, identify business opportunities, share knowledge and ideas and provide constructive feedback to help build on our success.

Background

Building a better business school was initiated in September 2008 after several strategic sessions which included the senior management team, sales team and select academic and support staff.

It involved a two-day off-site residential and two all-staff conferences. Based on those discussions, a list of ideas and suggestions resulted in helping the business school identify new markets, address operational efficiency and capacity, and assert its position in the region's economic development.