

CASE STUDY

Macmillan Cancer Support

February 2020

The Challenge

As part of Macmillan Cancer Support's responsibility to support health care professionals in their roles, the charity provides training and development. Macmillan approached us in 2014 as a result of their Northern Ireland office highlighting the excellent feedback they had received from attendees on some of our training programmes.

From 2014 to 2018 Macmillan delivered a UK-wide L&D prospectus for Macmillan Professionals who come from a variety of backgrounds. This diary of events allowed these Professionals to identify training opportunities and book them with the charity. Macmillan needed a provider who could offer consistency and high quality training in **Presentation Skills**, **Positive Influencing Skills** and **Negotiation Skills** across a number of venues and throughout the UK. It was their preference to have one point of contact for these courses to reduce the administration of these events.

The prospectus Macmillan offered was a diary of events provided annually which was confirmed in the December prior. The organisers required a commitment from suppliers to provide them with dates that could be held for the duration of that following year. Although most of the training events were live, this is not always the case and they needed security of supply and confidence in their training partners.

The Solution

We came recommended from someone within the Macmillan organisation and once we started working together the feedback we received was we were 'responsive, professional and strong representatives of the Macmillan brand'.

We carefully handpick our trainers to ensure professionalism and the number of trainers we have available means our industry experience can often be well suited to the client requirement. This also provided Macmillan with the security there would be an alternative trainer available should there be a last minute requirement.

In 2015 Macmillan decided to extend the types of course available in their portfolio. They approached us again and we were able to meet their requirements: **LEAN for Service Professionals** and **Effective Project Management** were added to the list of courses we supplied on Macmillan's behalf.

"Each programme delivered ... has been met with positivity and is really supporting Macmillan professionals in their roles"

The Outcome

Macmillan worked with us for five years until the decision was taken to change their L&D delivery model to using internal provision and issuing grants for professional development. Everything we provided throughout that five year period was met with satisfaction and received positively by both delegates in the training rooms and Macmillan personnel managing the events. The decision to change their delivery model was made internally as a result of a need for a different focus within the organisation, however, we have been given assurances if their position on this was to change they would certainly contact us in the first instance.

The feedback received from many of those who attended Macmillan/Cosensa training events is testament to the quality and standards of our offering:

I have been on a Train the Trainer course that was four days long and I learned much more here in one day than I did in four at the Train the Trainer.

Presentation Skills

Positive Influencing Skills

An excellent day. I will be able to use the skills to successfully influence staff to improve patient service and care.

I wish I had the opportunity to attend this course when I started my role as I learned so much about delivering a presentation and engaging an audience.

Presentation Skills

Positive Influencing Skills

This programme will definitely help me develop my skills when communicating with other team members especially as I am a new member of the team in a new role.

Testimony

We are really happy with the partnership we have with Cosensa and with what they have delivered for Macmillan Cancer Support in recent years. The courses we deliver are highly valued by Macmillan Professionals and really do help improve services for people living with cancer. We deal with a number of training providers across a range of disciplines and have always found the team at Cosensa to be approachable, efficient and keen to support our vision. Their trainers are professional and always comfortable working with personnel across the range of Macmillan professionals who attend our training events. Each programme delivered in recent years has been met with positivity and is really supporting Macmillan professionals in their roles.

Tony Banach
Learning and Development Manager - Macmillan Professionals

Contact Details

Name: Tony Banach

Role: Learning and Development Manager - Macmillan Professionals

Email: tbanach@macmillan.org.uk

Phone: 020 7840 4692

WE FUND PROFESSIONALS
WE CLIMB MOUNTAINS
WE FIGHT INEQUALITY
WE GIVE OUR TIME
WE SUPPORT FAMILIES
WE PROVIDE GRANTS
WE MAKE COFFEE
WE RUN MARATHONS
WE CHANGE LIVES

WE ARE
MACMILLAN.
CANCER SUPPORT