



People **Skills** Growth

MASTERCLASSES for YORK & NORTH YORKSHIRE GROWTH HUB

All GPC Masterclasses will include the following elements:

- a. Completion of a short diagnostic relevant to the area of the Masterclass (a section of our TDMI to provide a baseline score & identify common areas)
- b. 4-hour face to face workshop (limited to between 4 and 16 attendees)
- c. 2-hour online workshop (one week later)
- d. Tailored action plan
- e. Monthly 1-hour peer networking workshop (for all attendees from all GPC Masterclasses)
- f. Re-completion of the short diagnostic within 6 months (and no later than March 2025) to show progress against baseline.

Price:

- 50% covered by UK SPF, via the York & North Yorkshire Growth Hub.
- £150 + VAT per North Yorkshire based attendee. £300 + VAT per York based attendee.

Masterclasses:

- Recruitment
- Retention
- Management & Leadership
- Succession Planning

Register here:

[Masterclass registration form](#)



Or via the QR code

Blake House, 18 Blake Street, York. YO1 8QG

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GPC Skills Ltd. Registered in England. No. 10799294



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RECRUITMENT

The Impossible Candidate? Innovative recruitment for effective hiring.

During this workshop attendees will explore innovative and effective recruitment methods. Many companies are stuck with the old ways of doing things, but don't know any alternatives. This workshop will change the way business leaders and managers think about, and how they go about, recruiting the skills they need.

We will look at:

- ❖ Recruiting before it becomes critical
- ❖ Job descriptions
- ❖ Person Specifications
- ❖ Job adverts
- ❖ Employer branding
- ❖ Values alignment
- ❖ Selection processes
- ❖ Onboarding
- ❖ Diverse talent pools

The Masterclass will challenge thinking, provide an opportunity to try new things, discuss ideas with peers and help you to practically change what you do to create more success in the hiring process.

- Open vacancies
- Difficulty recruiting
- People leaving after a short time
- High recruitment costs
- Unhappy / disengaged employees
- Stagnant growth

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RETENTION

The Answer Inside: Developing and retaining your people

During this workshop attendees will explore the reasons why people leave their employers and introduce ways to help retain people in a positive, developmental environment, without resorting to ineffective and unsustainable continual pay rises. The workshop will help business leaders understand the motivations of different people and how to provide a varied, but consistent and fair, approach to developing and retaining people.

We will look at:

- ❖ How to identify those at risk of leaving
- ❖ Developing retention strategies including:
- ❖ People development & coaching (including appraisal processes)
- ❖ Building focussed, meaningful Training Plans
- ❖ Constructing Skills Matrices
- ❖ Managing people, not tasks
- ❖ Succession planning
- ❖ Accepting that people will leave (and making this positive)

Symptoms that businesses experience that may be indicators that they would benefit from this Masterclass are:

- Difficulty recruiting
- Poor performance
- Low customer satisfaction
- High staff turnover
- Disengaged employees
- Perception of 'high pressure' working environment (no development or progression)

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MANAGEMENT & LEADERSHIP

Accidental to purposeful management. How purposeful managers make the difference.

During this workshop we will help both managers that are struggling and business leaders who want to know how to appoint first- and second-line managers to develop their capability and confidence to effectively lead and manage working teams. When great employees are promoted into management positions without sufficient training it is common for the team's performance to drop, for the manager to become frustration, to revert to 'doing' rather than managing.

We will look at:

- ❖ Recognising & using different management styles
- ❖ How leadership can help, and how it frequently does not!
- ❖ Performance management, coaching & team development
- ❖ Having Difficult Conversations
- ❖ Measuring performance, impact and effectiveness of teams

Symptoms that businesses experience that may be indicators that they would benefit from this Masterclass are:

- Poor performance metrics
- Poor customer satisfaction
- High staff turnover
- Management 'burn out'
- Owner/manager frustration
- Micromanagement culture

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SUCCESSION PLANNING

Skills is a contact sport: Developing and maintaining your team – from onboarding to their next move.

During this workshop we will help attendees to understand the value of enabling people to follow the organisational trajectory, not the occupational tradition. We will explore how proactive succession planning can be a powerful motivator for progression; the skills analysis and develop activities that are needed to enable this and how delegation (from the top) is a key factor and frequently the key to unblocking succession plans.

We will look at:

- ❖ The data businesses should collect
- ❖ How to identify potential and ambition
- ❖ Constructing and documenting development plans to promote progression
- ❖ How coaching can help
- ❖ How to help people to leave the business positively
- ❖ Securing talent for the future

Symptoms that businesses experience that may be indicators that they would benefit from this Masterclass are:

- Poor performance
- Low customer satisfaction
- Vacancies at critical levels (e.g. management)
- Over-worked owner/founder trying to do all the jobs
- Skills gaps between lower skilled and higher skilled (with no progression route between the two)

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REGISTRATION

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