



DEVELOPMENT CENTERS

An Ideal Learning Environment for Senior Managers

Creating a genuine learning environment for Senior Managers is tricky business. Competencies needed at senior levels such as leadership, strategic thinking, Coaching etc are all inherently challenging – often requiring years to imbibe and improve on. At the same time, senior manager time is at a premium. As a result, HR Training Managers are forced to compress learning programs on complex topics into absurd time-frames: Five competencies in two days *or* even Leadership in a day! Programs that barely manage to scratch the surface of these complex topics let alone build any competence.

Having participated in some such programs, Senior Managers often become cynical and critical of training in general and find excuses to avoid or evade participating in any future training program.

It is here that the Development Center (DC) format offers great hope. A well designed Development Center (DC) provides the perfect environment to address these concerns. It uses simulations which create an exciting hands-on learning atmosphere full of real life challenges in which managers tend to participate whole-heartedly. The presence of expert coaches facilitates instant feedback which is both: relevant and practical; as well as sensitively given, resulting in genuine learning & gains for life.

Vernalis has executed over 300 Assessment & Development Centers for Senior Managers covering a wide variety of industries and situations. The feedback on Vernalis ADCs has universally indicated the appropriateness of DCs as an ideal learning environment for managers, especially seniors. Many managers of leading Indian and multi-national firms, who have attended dozens of training programs with several reputed national and international firms, have rated Vernalis ADCs as the 'Best Program Ever' attended.

The development center is usually a 4 - 5 day program. Although initially perceived as long, it guaranteedly gets a parting feedback from participants suggesting an even longer duration because of its relevance and effectiveness!

Overall, ADCs are acknowledged as the most potent format for quality learning and inspiring personal change, especially in Senior Managers.

NOTE: *It is highly recommended that Development centers be followed by a long term coaching engagement to ensure that gains in learning and motivation are consolidated*