



Centro managers on track for fast, effective assessment and development

Centro, the corporate body of the West Midlands Passenger Transport Executive, has actively been using MAP Assessment with over 100 of its managers to benchmark their capabilities and provide training and development support.

MAP Assessment now forms the basis of the organisation's Management Development Programme and they plan to continue using it moving forward. Once managers at Centro have completed their MAP Assessment they can then go on to do other forms of development. These include specific management oriented in-house courses, like Employment Law and Health and Safety for Managers, or external courses and other qualifications.

Phillipa Smith, Human Resources Development Manager for Centro, explains how they discovered the fastest route to better management,

"We were introduced to Kevin Faulkner at a taster day run by a local training company. In talking to Kevin about another project he mentioned MAP Assessment and we felt that it met what we were looking for as a tool for management development.

"It works for us because it provides an opportunity to measure against international and UK management populations, as well as against public and private sector ones. It provides a real opportunity to benchmark our managerial expertise and knowledge.

"We also like it because it is easy to administrate and there is superb support provided by DPG.

"At Centro MAP Assessment has provided a basis for discussions and helped to deliver a common understanding around the role of a manager. This has allowed us to measure improvements over the course of our management development programme. We have also used it as a basis for our own Manager Role Profile. Overall I have to say MAP Assessment provides an effective benchmarking tool for managerial expertise and knowledge.