

Case Study



Pie City's 'BOLD' Management Development Programme

How AMI helped a South African family favourite food brand develop a culture of empowerment



The Problem

Pie City, a large food retailer in South Africa, recently embarked on a journey to transform the management of their stores nationwide. The company wanted a practical learning solution that would equip their team with the tools they need to manage their store network more effectively and introduce middle and line managers to some core people management techniques. Pie City's managers were keen to build a more positive and empowering culture in the organisation. A pre-programme survey

showed that fewer than half the company's managers felt able to empower their people to take more ownership. "We need to improve the way we work and think - be able to instil a team spirit in our working environment", said one participant, before the programme started. "I would like to grow as a leader and be more equipped to better serve in my role."

The Solution

AMI worked with Pie City to design a 3-month Management Development programme for 32 Area Managers. The programme combined a series of lively in-person workshops ('Learning Labs') and online courses, to focus on the key management skills they identified as critical to their success. AMI facilitators hosted the interactive Learning Labs, focusing on skills such as influencing others - how to get people to do things without needing to constantly be barking out orders! Learning Labs were packed

with practical exercises where managers practiced communicating, having challenging conversations, and engaging team members. Participants were able to present real-life situation in the session and apply the tools in practical and meaningful ways. All of this was backed up with online courses presenting core concepts through engaging animated videos and practical activities and tools.



"We need to **improve** the way we work and think, be able to instil a **team spirit** in our working environment."



The Impact

- ✓ 100% of participants reported improved effectiveness at work since engaging with the programme
- ✓ 97% of participants said that they were able to apply immediately what they learnt in the programme to their daily work
- ✓ 72% said they now feel that they are able to empower their staff - compared to just 54% before the programme
- ✓ 76% of the Area Managers said after the programme, they had the confidence to influence others and get them to do or believe in something. An improvement of 18% from the beginning of the programme.



"It wasn't what I expected - I have to admit that I wasn't looking forward to wasting another day in training, but what we did was incredibly helpful"

**- Area Manager, Pie City
Johannesburg**

"I gained confidence at work and I feel I have grown since last year."

- Kopano Makamase

"I learnt to work with people, giving ownership to others and not taking all the responsibility"

- Anita Padayachee

AMI works has worked with a range of organisations on management development programmes to for middle and frontline managers. If you want to develop your team and transform your organisation, get in touch to see how we can help at sales@africanmanagers.org

About AMI | Transforming African Management

The African Management Initiative (AMI) helps businesses across Africa build motivated, productive and effective workforces through our unique learning and transformation programmes, delivered via web, mobile and in-person workshops.

We work with managers and entrepreneurs on building key business management skills, and have partnerships with numerous organisations on work-readiness programmes for young people entering the workforce. More than just

courses, AMI programmes are catalysts that can transform the day-to-day business practices of your organisation.

Unlike traditional training, AMI uses experiential and action learning to get learners using tools and practicing new skills in real-time. The focus is on getting people to adopt new habits and practices, and to apply them systematically with their teams. The results are improved ownership, accountability, collaboration and performance. AMI has developed

over 50 practical business modules - including over 3,000 tools - with Africa's leading business schools and global experts on adult learning.

Our world-class content is combined with coaching, action-learning projects and networking tools to ensure that employees apply what they learn on the job and hold each other accountable to the highest standards of performance and responsibility.

Experience AMI and transform your business!
To learn more, visit our [website](#), watch a short [video](#) about who we are, what we do and why, or read about AMI in the news on Euronews, CNN, Financial Times, AllAfrica and Kenya's Business Daily

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