

AstraZeneca – Equality, Diversity and Inclusion case study.

AstraZeneca has developed a three-stage strategy to diversity in order to raise awareness, understanding and good practice. AstraZeneca required a blended solution in synergy with their overall diversity-training programme. Approximately 1200 Line Managers and Non Line Managers required training across 6 divisions of the organisation covering multiple geographical locations in England, Wales, Northern Ireland and Scotland. Skill Boosters were selected to work with AstraZeneca to help achieve this.

Following a thorough pilot phase consisting of several workshops and a review and evaluation process, Skills Boosters developed a comprehensive training programme incorporating the latest engaging video drama based e-learning and LIVE trainer led workshops. Completion of e-learning was required across the business on an ongoing basis to ensure delegates took the e-learning course prior to attending the diversity workshops. Trainer led workshops to approximately 200 Line Managers were completed within two months of the programme starting, plus trainer led workshops to the remaining 1000 Non Line Managers within the following three months.

To meet AstraZeneca's timescales, Skills Boosters completed a 'Skills Transfer' project involving a two-day Train the Trainer (TTT) workshop for a select number of employees who became AstraZeneca 'Diversity Trainers'. Once the TTT workshops were completed the Diversity Trainers co-facilitated the first round of Non Line Manager workshops with Skill Boosters' training consultants. This approach ensured the competency of the Diversity Trainers and the consistency of the training on-going within AstraZeneca. In addition, Skills Boosters supported AstraZeneca in the facilitation of multiple workshops across several sites to deliver the programme on time.

The course content focused on the behaviour, attitudes and challenges faced by employees with both internal and external customers. The content developed looked closely at culture and driving positive actions to embrace diversity and inclusion fully across all geographical regions of the organisation, whilst driving commercial benefits.

"This was such a worthwhile course, I really enjoyed it and got a lot of the morning, it was time well spent. It's good to see that we [AstraZeneca] are taking time as an organisation to make something like this a priority".

AstraZeneca Course Delegate, January 2008

"It's been a real pleasure working with the team from Skill Boosters. I have felt fully supported throughout what has been a challenging project. The knowledge and expertise of the trainers have been excellent and the flexibility to meet our needs has been greatly appreciated. Early feedback from the business indicates that with Skill Boosters' support, we have begun to make a real difference in the way the UKMC thinks and behaves."

*Melanie Phillips
HR Business Consultant
AstraZeneca*