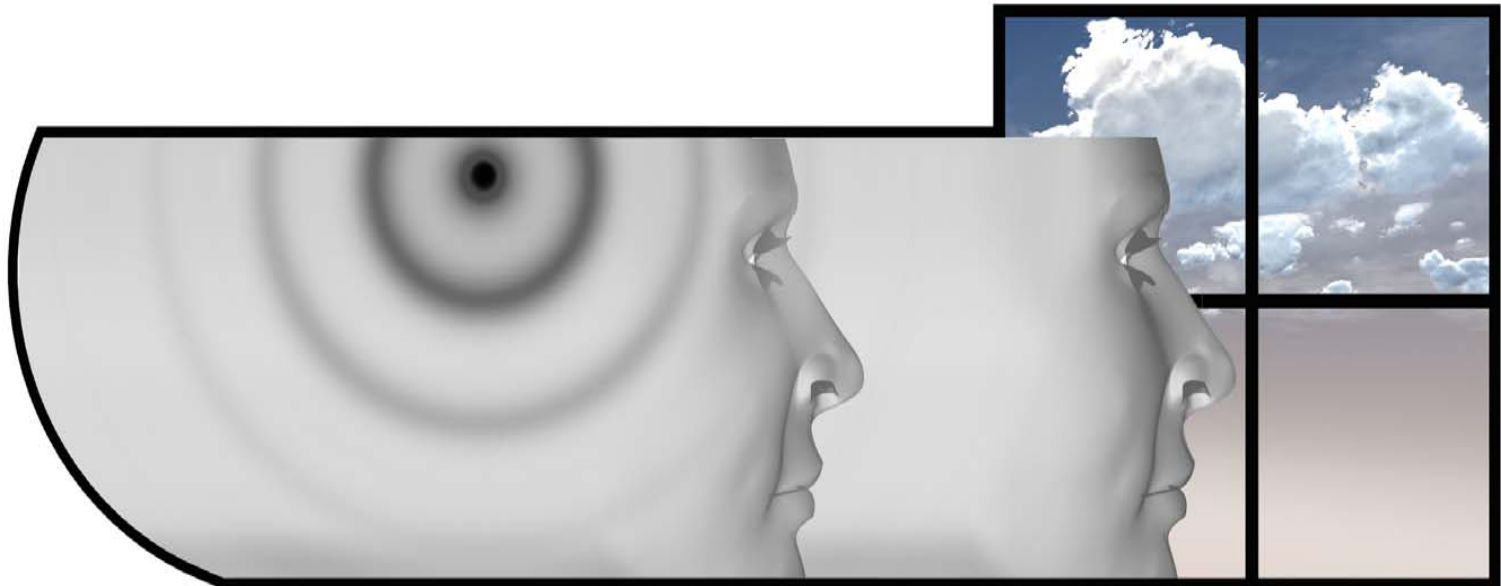


2006: Shared Learning in Practice ...



INTERNATIONAL COMMERCE INSTITUTE

People Development Forum...



INTERNATIONAL COMMERCE INSTITUTE

Graham Booth, ECR Europe (Formerly Tesco)

Robert Wilkinson, The Coca-Cola Company

Copyright ECR Europe 2006

Shared Learning: Goal

- ***To effect a broad-scale change in business relationship management and behaviour across the consumer goods industry***

The Three Elements

- ***The General Learning Programme***
- ***The Progressive Management Programme***
- ***New Knowledge***

“Massification”

- **2004** 1,000 target participants
- **2005** 5,000 target participants
- **2006** 14,000 target participants

**EXCEEDED
TARGET**

The Vision in 2004...



THE SHARED LEARNING INITIATIVE

2006: *New Foundations*



INTERNATIONAL COMMERCE INSTITUTE

Benefits of Shared Learning

- ***A platform to forge strategic partnerships, implemented throughout the collaborating organisations.***
- ***A means to achieve optimum, sustainable performance across the value chain***
- ***A process offering industry-recognised qualification of staff ► improving staff acquisition and retention***

- ***Shared Learning Programmes are the conduit for the wide-scale implementation of ECR business models in Europe ...leading to a sustainable change in behaviour...***

2006: Shared Learning in Practice ...



INTERNATIONAL COMMERCE INSTITUTE