

Social continued

# Continuous Investment In Our People

We believe that supporting our colleagues in their careers is not only crucial for their personal growth and job satisfaction but also critical to attracting and retaining top talent. By providing comprehensive training and development opportunities, we ensure that our employees have the skills and knowledge they need to excel in their roles and advance within the organisation. This commitment to continuous learning fosters a motivated, engaged, and high-performing workforce, which is essential for our long-term success and sustainability of our business.

## Supporting Learning & Development

To support our commitment to employee growth and development, we have implemented a robust learning and development strategy supported by a comprehensive learning management system (LMS). This strategy has been spearheaded by the appointment of a dedicated Learning & Development (L&D) Manager, which ensures focused leadership, consistent implementation, and continuous improvement of our training initiatives. By having a dedicated L&D Manager, we can effectively foster a culture of continuous learning, and provide our employees with the skills and knowledge they need to succeed.

A dedicated LMS platform allows us to deliver a wide range of training programmes efficiently and effectively, tailored to the diverse needs of our workforce. However, the role of our Learning & Development Manager is pivotal in overseeing the development and delivery of these programmes, ensuring they align with our business goals and meet the evolving needs of our employees. Through this strategic approach, we are able to provide high-quality learning opportunities that empower our employees to thrive and grow every day.

## Course Development

To ensure our training programmes are purposeful and practical, we developed our courses in collaboration with both internal and external subject matter experts. These training courses have been refined and reevaluated for each new cohort to ensure they remain continually relevant and impactful.

Recognising the diverse learning styles of our employees, we have created various mediums for learning, including:

**E-learning modules:** Interactive and self-paced online courses available on our Learning Management System (LMS).

**In-person training sessions:** Hands-on training sessions to enhance practical skills and team collaboration.

**Virtual webinars:** Live and recorded sessions led by our inhouse L&D Manager and invited experts to provide in-depth knowledge and training on specific topics.

This multi-layered approach ensures that all employees can access and engage with the training in a way that suits their learning preferences. Supported by supplementary training materials and updates for line managers following any training rollout to maximise impact and reinforce learning objectives. Our collaborative approach ensures improved knowledge retention that translates practically into honed understanding and critical skills development that ensures colleagues are well-equipped to meet the demands of their roles. By catering to various learning styles, we are able to cultivate an environment where continuous improvement is not just available but truly accessible.

## Spotlight on Management and Leadership Training

Our Management & Leadership training was developed to enhance the skills and competencies of our managers and future

leaders, providing them with the tools to lead more effectively. Course material focused on self-analysis to identify areas for growth, effective communication techniques for similar and opposing styles, best practice approaches to team management and practical strategies for effective influencing to achieve desired outcomes. Trainees were able to apply learned knowledge from each training session through practical assignments that focused on application within their current teams, taking learning out of the classroom and into the workplace throughout the training programme.

Our objective in developing this training was not only to improve the individual performance of our management teams, but to embed agile thinking processes at a strategic layer within our organisation. By delivering management training that encourages self-analysis and practical application at every session, we aim to foster a culture of continuous improvement from the top down. Creating a management culture that internally ensures not only the needs of our junior team members met in their current roles but also their progression follows a consistent path of professional development, as each cycle of managers trains the next generation in line with our leadership standards.

By implementing management training globally, we are striving to create a standardised approach with consistent practices that leads to more predictable and reliable outcomes. Creating cohesive teams who can identify colleague needs and implement effective solutions, communicate across functions and collaborate within teams, and lead with vision to achieve purposeful outcomes.

We are proud to note that 8 colleagues from our 2023 cohort went on to progress to more senior management roles across the business.



Anthony Jones, Learning & Development Manager, CIPD



Delivering learning interventions at Lowe Rental Corporation that support growth for a diverse range of people and cultures has been incredibly rewarding. Looking ahead, I am eager to explore new technologies and methodologies in learning and development, particularly in the realm of artificial intelligence, to further enhance the effectiveness and accessibility of our training programmes.

## Spotlight on Our L&D Manager

Anthony brings over 20 years' of experience as a coach and learning professional to his role as Learning & Development Manager at Lowe Rental Corporation. Dedicating his career to enhancing organisational capabilities and employee performance through effective and innovative training solutions.

Since joining Lowe Rental Corporation, Anthony has played a key role integrating new learning structures and approaches into our organisation. Leading the development and delivery of engaging inhouse training courses, live sessions and guided 1-1 development. Alongside building and maintaining our LMS to provide a practical source of training documents, self-paced learning and helpful resources. Anthony has also played an active role in supporting our customer facing teams, enhancing their communication through role-playing, sharing how they can leverage their personal brands to build relationships and best practice approaches for sales outreach.

With a passion that can be found in helping businesses cultivate a culture of continuous learning and development, we look forward to having Anthony continue to lead our efforts to foster practical transformation within our teams.

219

Training courses offered to colleagues throughout the year.

75

Training sessions and bespoke webinars delivered to colleagues throughout the year.

30.5 Days

Time spent by colleagues on LMS platforms undertaking training courses throughout the year.

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# Facilitating Career Growth & Progression

As identified during our materiality assessment and annual engagement survey, development of our middle management layer was an important area for focus to ensure leadership continuity and support within career progression for our teams.

Our organisational structures, systems, and processes have developed significantly over the past 3 years, working together to support the effective utilisation of our resources and capabilities. Therefore, to understand the next evolution of support for our teams, we reviewed a typical employee journey within our organisation to identify any gaps or areas for improvement which may have been overlooked as we sought to implement structural transformation.

This review highlighted our career progression frameworks needed further development to ensure employees felt informed and motivated, with clear structures for communication.

### Job Architecture & Skills Matrix

To address this priority and in complement to our leadership training, we have designed a job architecture and skills matrix that provides a transparent roadmap for employee progression. This initiative was crucial to ensure that our employees have a clear understanding of their career trajectories at Lowe Rental Corporation and how they can contribute to both their own success and the success of our organisation.

By clearly outlining the skills and competencies required for each role, employees can see the path to their desired positions, understand the expectations at each level, and receive targeted development to reach their goals. As an organisation it also enables our Talent teams to anticipate future workforce needs, identify skill gaps, and implement proactive succession planning. This ensures that we place and support the right people in the right roles at the right time, ultimately driving our business forward.

### Onboarding for Success

Nurturing employee development is not just a focus once they begin their journey with us but when they begin their journey with us. We have continued to develop our integration processes for new employees through 90-day onboarding plans which provide new team members with a personalised roadmap to success within our organisation. These plans outline key milestones, deliverables, and training opportunities, ensuring that new employees quickly become effective and engaged members of the team. By providing structured guidance and support from the outset, we help new hires acclimate to our company culture, understand their roles and responsibilities, and build the necessary relationships to thrive in their positions.

### External Training

We also understand the value of equipping our teams with the knowledge and skills they need to succeed not just within the business, but as professionals in the wider industry. By providing our colleagues with access to external training opportunities we aim to enable our people to access expertise and certifications that complement their roles and aspirations. As such we have sought to connect with professional training bodies and organisations where applicable to facilitate development programmes and recognised qualifications, ensuring our colleagues remain prepared to meet the evolving demands of their respective functions or industries.

### Spotlight on Project Management Training

As an organisation with complex operational needs and a commitment to delivering a range of solutions across diverse projects, we invested in agile project management training for our Operations teams. Specifically focusing on the Agile Project Management Practitioner qualification, which is a globally recognised certification designed to address the needs of those working in project-focused environments who strive to be agile in their approach. Equipping individuals with the knowledge and skills to manage projects using agile methodologies, practitioners learn how to adapt to changing requirements, manage uncertainty and deliver successful outcomes aligned to key objectives.

By embedding these skills within our teams, the benefit is twofold. For our people, they have built professional credentials that will give them the knowledge and confidence to lead projects successfully. Supporting their career growth with meaningful development that delivers practical benefits, this training empowers our people to drive impactful results. For our organisation we have strengthened our ability to maintain the operational resilience needed to support our strategic objectives and for our clients, it simply translates to enhanced service delivery. Reflecting our belief that investing in training is not a concession we have to make but a source of strategic advantage that drives long-term success for our people and our organisation.

### Placement Opportunities and Graduate Programmes

Our commitment to learning and development also extends beyond structured training programmes and progression frameworks. We recognise the importance of providing practical, hands-on experience to support the career growth of young professionals and give back to our local communities. To this end, we have established partnerships with local universities and colleges to offer paid placement opportunities across multiple departments within our business. These placements allow students to gain valuable industry experience, develop their skills, and understand the real-world applications of their academic knowledge.

Our dedication to nurturing young talent is further demonstrated through our graduate recruitment programme. Designed to identify and develop future leaders, this programme offers graduates the chance to take on specific roles within the organisation.

By offering these placement opportunities and developing robust graduate programmes, we aim to foster the next generation of industry professionals, ensuring that they are equipped with the skills, experience, and support needed to thrive in their careers.

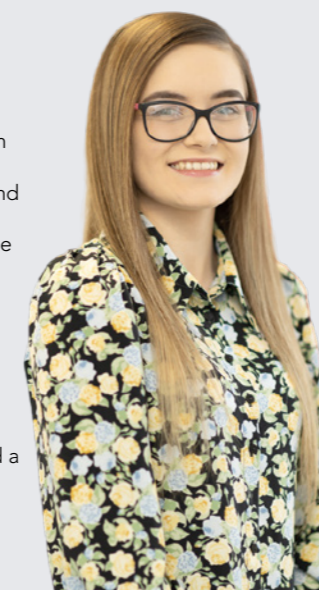


## Placement Success Stories

**Gema Uprichard**  
Talent Associate

Gema joined our organisation as a Talent Assistant. Quickly proving indispensable, Gema was involved in helping our Talent team implement social and charitable initiatives around the world, develop an onboarding experience for new hires and execute on day-to-day requirements of a Talent function.

Upon completion of her placement, Gema represented Lowe Rental Corporation as a brand ambassador at university, championing our recruitment at graduate job fairs. Since graduating, Gema was offered a permanent role as Talent Associate, where she continues to play an essential role in shaping our Talent strategies.



**Faye Carson**  
Marketing Assistant

Faye joined our organisation as a Marketing Assistant. With a flair for working in a fast-paced environment, Faye was involved in helping our Marketing team implement email campaigns for various brands, create content for social media and act as a key liaison for day-to-day sales requirements.

Since completing her placement at Lowe Rental Corporation, Faye has returned to university to complete her marketing degree and we hope to see her return upon graduation to continue to further her career with us.

