



## Are you getting the most from your training events?

### RealPlay – the real world role play

For any type of development programme to have credibility the content must be useable in the real world - delegates need to 'buy in' and experience how their learning works in a risk free environment. Out of this premise role plays have become the norm.

*"I would have done it differently in real life".*

However there are traditionally a number of issues associated with role plays, including;

- Delegates do not embrace role plays due to past experiences
- Role plays do not represent real life
- Role plays are commonly poorly organised and managed
- Delegates often receive poor or inconsistent feedback
- There is no follow up to ensure transfer to the work place

We believe that the opportunity to practice new approaches and skills in a non threatening environment is essential to the learning process, as is receiving accurate and relevant feedback delivered in a manner that is candid yet constructive.

**The key to RealPlay is that we use practising IFAs in the role of the IFA.**

This adds huge credibility in the eyes of the Account Managers and allows us to provide very real feedback in relation to what they did in a "real life" scenario.

**Momentab2b** has been using intermediary sales and management **RealPlays** with clients for a number of years with dramatic results. We replicate the 'real world' in a role play scenario through a combination of:

- Genuinely understanding the company specific detail
- Building relevant scenarios
- Using real IFAs
- Working to a structured feedback and coaching model

What some of our clients say about us:

*"Momentab2b create IFA roles plays that are real and focussed on development. Using IFAs created an environment for our people to receive feedback that related directly to their daily experiences. Whatever their level of experience, everyone benefited from the exercise."*

Read more about what our clients think at; [www.m-hl.com/b2b](http://www.m-hl.com/b2b)



## RealPlay IFA Capability

We can accurately create the following IFA meetings:

- Account Manager to IFA Meeting
- National Account Manager to IFA Head Office Meeting
- Sales Manager to IFA Director / Principal Meeting

For meetings we recreate an IFA office for the **RealPlay** ensuring that the whole process is managed to provide a real life experience. We can run these events at locations throughout the country and will organise everything from the timetable of events through to the video equipment.

Our pool of IFAs provides a range of business type, business mix and personalities so that we can meet your specific requirements. Each of our IFAs understands the aim of **RealPlays** therefore ensuring the balance between business reality and developmental opportunity.

As a follow up to **RealPlays** our IFAs provide a written feedback form for each meeting which provides a customer's perspective to the learning process.

We can also utilise video cameras for **RealPlays** which allows observations to be specific. This facility is set up so that the video camera feeds to a screen in a different room allowing the coach/observers to view separately.

We will work in consultation with you to tailor these **RealPlays** to meet the exact role and requirements of your business.

## RealPlay Management Development

In addition we have developed a management development capability alongside **RealPlay** that allows managers to observe **RealPlays** between an Account Manager and IFA, and then conduct feedback and coaching.

Whilst conducting the coaching session they are being observed and videoed so that they too can obtain feedback and coaching from a **Momentab2b** coach.

This process allows managers to receive real feedback on their observation, feedback and coaching skills – something they rarely obtain. This additional service is time and cost efficient and has proved invaluable to increasing a business' own internal development capability.

## About Momentab2b

**Momentab2b** is a subsidiary of Momenta Holdings, an established Advice, Training and Business Review consultancy dedicated to the financial services industry.

Since 2002 we have been providing bespoke business consultancy and training solutions for financial services companies transacting business through intermediaries.

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