

SUPPORTING THE DEVELOPMENT OF A GLOBAL BUSINESS SCHOOL



BRATHAY'S RELATIONSHIP WITH ALLIANCE MANCHESTER BUSINESS SCHOOL BEGAN IN THE 1970S, WHEN WE WERE INVITED TO WORK WITH THE PRESTIGIOUS MBA PROGRAMMES WHICH WERE IN THEIR INFANCY AT THE BUSINESS SCHOOL, FOUNDED IN 1965.

CASE STUDY:
ALLIANCE MANCHESTER
BUSINESS SCHOOL



A LONG-STANDING RELATIONSHIP

Brathay's relationship with Alliance Manchester Business School began in the 1970s, when we were invited to work with the prestigious MBA programmes which were in their infancy at the business school, founded in 1965.

Our experiential approach closely matched the "Manchester Method", where MBA participants learnt from real-life consultancy projects, rather than more traditional methods.

Over time, our work with the MBA programmes developed to support changing needs and has now become firmly established as an important contribution to the participants, both in terms of the development of their project and group-working skills, and their general experience of their programme. Our approach sits well with AMBS' ethos of Original Thinking Applied.

More recently, we began work with the MSc programmes run by the School, with large events at the outset of their 12 month programmes; and 2017 saw the first work with the PhD cohorts.

We estimate that we have worked with approaching 10,000 Alliance MBS students so far.

STREAMS OF WORK

MBA – Our work has developed over time from an initial residential that sought to build relationships and networks whilst providing a memorable experience as participants began their work together, to a more extensive programme that looks to bring the "Manchester Method" to life throughout the programme.

The programme now includes a residential that builds relationships and networks, as well as developing an appreciation for widely different business and learning cultures, and includes further facilitated learning set sessions, spread across the first year, that support participants in learning from their consultancy project experiences.

Taught MSc - Alliance MBS has an extensive range of specialist MSc Programmes, and has similar cultural challenges to the MBA Programme. Participants are generally younger and do not have the work experience of the MBA population. In 2011 Brathay was invited to design a short residential which accelerated understanding of how best to work in groups in the context of Alliance MBS delivery. Taking our MBA experiences and adapting them, we began running twenty-four hour duration events for large groups (around 140) of participants over the programme induction period, many of whom are International.

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Post-Graduate Research Students-

Alliance MBS is ranked second in the UK for its research power, and delivers a sought-after PhD programme. The PhD is a rigorous and demanding programme so a sense of a strong cohort, and support from colleagues, is hugely valuable. In 2017 Brathay was invited to design and deliver a Cohort Development event for first-year PhD students, and this is now an established part of the programme. Our design utilises a small number of second and third year PhD volunteers, who operate as facilitators during a day which blends action, reflection, and self-awareness.

IMPACT

We have worked with a large number of high potential participants at a key point in their development. Our programmes are embedded in and support the Alliance Manchester Business School ethos of Original Thinking Applied. Many of the participants go on to leadership positions in highly successful organisations, often referencing their Brathay learning and experience. A number of them choose to work with Brathay to develop their leadership teams or improved employee engagement. Greensill Capital, a global supply chain finance firm – the founders of which met 18 years ago, on their initial MBA residential - brought their international leadership team of 30 senior managers and directors back to Brathay in 2018!

