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Introduction

In this report I will refer to the Costa Coffee Organization regarding the development training that the organization uses for the development of the individual. I have been working for the company since February 2020 as a Barista. Costa Coffee was formed by two brothers, Bruno and Sergio Costa, from their original business called Roastery. After four years, they had opened their first coffee shop in London, which was the first Costa Coffee.

Costa Coffee is excited about the future for its employees within the company, whenever an employee shows a positive spirit and wants to learn new things, develop new skills or wants to feel part of the business. Costa Coffee does everything possible to help the employees grow professionally.

When it comes to employees' learning and development, the company offers the following resources:

My Costa Learning: It is an online platform, where employees can find Barista induction programs, excellence in coffee training programs and management development, etc. My Costa Learning is a learning portal, where the employees can book workshops, individual sessions, and download training toolkits.

Costa Coffee has several Coffee Academies across the United Kingdom that are designed to showcase the brand and excellence of coffee. More than 4,000 employees visit to learn skills in everything from milk froth preparation, espresso dosing, grinding, and compaction and everything from how to make the perfect drink to food hygiene.

There are several benefits that an organization has when it decides to implement career and development plans for a team of workers. The company wants to retain human talent and prevent the employees from seeking a change in their job outside the organization, create a sense of appreciation and recognition for the company's awareness and hard work, because the company cares about the development and well-being of its employees, the organization's positive image as a recommended place to work is reinforced. In my report I will talk about the "My Costa learning" programme as a training and development tool used by the company where I currently work. And I will talk about my plan to meet the identified development needs and experience of an individual.

Costa Coffee Develop Plan

Costa Coffee is an advocate for inclusion and diversity, and they believe that everyone should be able to achieve their full potential at work.

They celebrate personality and encourage a community where everyone is friendly and free to be themselves, from team members to board members.

Costa Learning, is an online training platform, is the most powerful component or vehicle through which to book training courses, individual classes, download development tools and complete coursework, and where employees can develop skills in the method that best suits them.

In Costa Coffee, the following are assessed

The advantages of developing employees in the workplace for the organisation

The development vehicles are accessible in an organisation that are acceptable to a person's individual development efforts.

The management of a person's personal development expectations

Develop a comprehensive plan to meet the identified demands of developing a person's work environment and increasing performance.

With a package of incentives and benefits, you can also share in Costa's success.

Feel Good: is a customised rewards programme designed to recognise baristas for exceeding customer expectations and delivering outstanding results for the company.

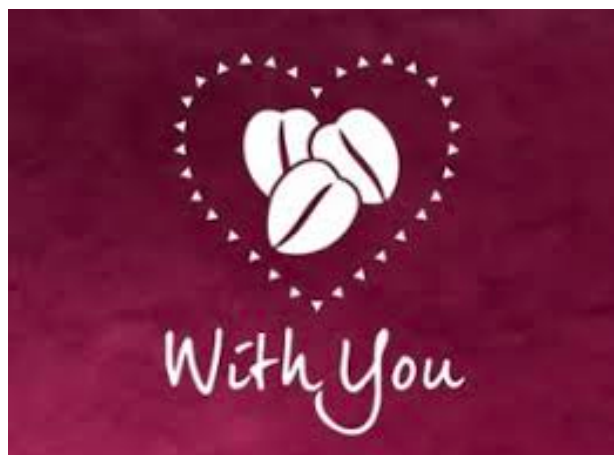
Discounts on products and services

Access to a free 24-hour advisory service seven days a week

For managers and assistant managers, a good bonus scheme is offered.

Salary is based on the employee's experience.

Based on the company's performance, a bonus scheme is offered.



A Career Plan

The career plan is known as a benefit given by the company to its employees. It provides valuable information for them, such as the levels and stages that they will face in their rise in the corporate hierarchy and the minimum time that they will perform functions in each of them, in addition to the competencies that the company expects to be developed by the employee.

In general, the career plan benefits the employee with a change of position and salary, through the evaluation of the results delivered to the organization.

The career plan is the access path to the top of the pyramid for those professionals who assume their positions and tasks with responsibility, leadership and results.

What is the importance of a Career Plan for the organization?

Professionals seek new experiences, learning opportunities, and professional growth. This search for the guarantee of outstanding positions in the corporate world leads companies to think of new solutions to retain and motivate their talents. The career plan outlines the potential path of promotion to be followed by the company's employees, once they reach the pre-established expectations and goals. Amid the various benefits, this method has become a widely used device in attracting and retaining talent.

The benefits of implementing an employee development plan

A development plan is a business management tool that is gaining traction in organisations because employees want more than just a job; they want to feel as if they have a guide to help them achieve their goals as individuals. Businesses that implement career and development plans for their employees reap numerous benefits, including the following:

- 1) Enables the strategies of the organisation to be more matched with its employees by better preparing them for positions that the company plans to create.
- 2) It allows for the development of employees through promotions, relying on human talent internal to the organisation, by ranking the criteria for access to leadership positions.
- 3) Reduce staff turnover by providing professional guidance and a sense of security, as well as reducing uncertainty in their career prospects.
- 4) Allows the company to retain valuable human talent by providing growth opportunities, preventing them from seeking a change in their work outside of the company.

5) Significantly raise your collaborators' commitment and productivity by providing them with more than just activities and tasks but also significant careers with attainable objectives. This fosters a sense of recognition and appreciation on the part of the organization for their awareness and hard work.

6) It validates the organization's positive perception by being regarded as a desirable place to work, owing to its concern for the production and well-being of its staff. The key element is to instil in your employees the conviction that they are in charge of their own professional development. Use the tools provided by the organisation to express their opinions and to acquire the skills and knowledge necessary to advance to higher level appointments.

Organizations, on the contrary, should clearly communicate to their collaborators the career paths that are available, and look to develop internal movements via advertisements and calls to create new learning experiences and inspiration in the working environment. We must rely on first-class technological solutions, which will help us to carry out the process in a more efficient and coordinated way, to build solid foundations for the professional development of human talent within a company, at the same time, have the confidence of having a team prepared to grow with the company.

Retaining talent has become a challenge for businesses, but it is also a requirement for their achievement. Employees are increasingly willing to leave their current employers in search of a better opportunity.

This phenomenon causes talent leaks that have strong negative impacts on those companies that do not know how to take care of their workers. A career or professional development plan for the employee is today a strictly necessary element for a successful company.



Three variables of a plan

A career plan or professional development plan requires consideration of many factors. At least three variables need to be taken into account: training, incentives and promotion.

**Training*

A good employee is in constant training, and a good company should help and encourage his or her training process. Knowledge allows an employee to improve and grow both personally and professionally. For a company, investing in training means expanding its human capital. There is a wide variety of training courses and masters, from coaching workshops to improve soft skills to training in the field of new technologies (hard skills), through workshops, seminars, conferences and even retreats.

Depending on the degree of involvement and innovation of the company, the company will choose one or the other type of training.

Training has positive effects both for younger employees, who see it as a plus for their CV, and for older employees, who see it as a gesture of trust from the company.

**Incentives*

What is an incentive, and what is it for? Primarily, although there are many types, it is a tool that a company uses to guide its employees towards a certain type of behaviour.

There are many types of incentives, but they tend to fall into two basic categories:

a) Wage or monetary incentives. Although the easiest to apply are salary increases based on the achievement of certain objectives, we can also find pension plans, health insurance, bonuses, etc.

b) Motivational or non-monetary incentives.

In this group we find, for example, flexible working hours, the possibility of working from home, business trips, gifts, etc.

Companies tend to think that salary incentives are the most useful. To counteract this, it is recommended that companies design a comprehensive and variable incentive plan depending on the employee.

**Promotion*

Expectations of growth and promotion within a company are very important.

The brightest employees are those who want to get out of their comfort zone and who aspire to grow professionally. Therefore, companies should not hold back their employees' desire for growth under any pretext and should ensure that they have promotion opportunities for them.

A company that wants to retain talent must offer growth prospects to its employees. This will ensure that they stay motivated and strive to achieve the company's goals. Promotion is the task of the Human Resource department, which should place as much or more emphasis on internal recruitment as on external recruitment.

How to design and implement a development plan?

A plan must be supported by a series of policies, means and mechanisms.

Behind these plans is a great deal of work on the part of the Human Resources Department, which will be responsible for both the design and the implementation and evaluation.

It is essential to know our employees and to segment them. These plans must be adapted to each group of employees, taking into account variables such as age, gender, position and skills required, level of responsibility, time worked in the company, results and how the employee is valued by the rest of the company, etc.

Many companies make the mistake of not listening to their employees.

The reality is that providing channels of communication and expression to employees makes them feel much more valued by the company, which will increase their commitment and productivity.

It is recommended that I use quantitative and qualitative techniques to collect information for the creation of professional development plans. Some examples are holding regular meetings, surveys-both anonymous and personal discussion groups, etc.

By segmenting our employees, we can draw very interesting conclusions and see how there are different groups of people who have similar demands.

Understanding how these people work and what demands they have is essential for a company, since the future of organizations depends on them.

How to attract and retain employees?

People are very demanding and are willing to leave jobs if they do not feel valued or consistent with their principles.

Retaining and attracting talent favours the positioning of a company, as well as maintaining the necessary stability that allows it to grow.

What are employees asking for and how to design development plans according to their needs?

*A job with social Impact

Personal satisfaction and the fact of knowing that something valuable to society is being done is very important for an employee.

*Flexibility.

The separation between professional and personal life is very important for an employee. The current generations no longer seek to 'live to work', but 'work to live'. If, as a company, you can offer a satisfactory work-life balance and fair hours in accordance with wages, you will have the youngest winners.

*Motivation.

Although salary is important, workers consider it more important to have a good work environment and feel valued and comfortable in the work environment. For bosses and middle managers, it is important to take care of the smallest gestures and train their social-emotional and inter relational skills.

In my development plan I will start by documenting objectives, required skills and competence development. I will also include the objectives to be met by a staff member to support continuous improvement and professional development.

Steps to creating my development plan

- a) I will request a self-evaluation of the Costa Coffee employee
- b) I will create an evaluation of the individual's qualifications.
- c) I will assess the needs of the department and the organisation.
- d) I will explore development opportunities with the staff members
- e) I will record and analyse the employee's progress.

a) I will begin by asking the employee to complete a self-assessment of his or her/his interests, skills, values, and personality. I will consider the following questions when evaluating their responses:

What abilities, professional opportunities, and technologies are of particular interest to the individual?

Do these skill sets meet the needs and goals of the organisation?

What are the short-and long-term steps to achieve them?

b) Based on the individual's self-assessment, work history and my own observations, I will determine the individual's level of competencies in the following categories:

Skills: refer to how a person interacts with everyone.

Main interests and different skills to do or learn specific types of things, are examples of skills, perspective, emotions, mentality, thinking style, and viewpoint are all examples of attitude.

c) The workplace member's skill set should be aligned with the organization's staffing needs. When creating my development plan, I should keep the following things in mind: business objectives, departmental objectives, team objectives, and individual objectives.

d) In the development plan I will provide training programmes, offer new projects and responsibilities or even volunteering opportunities.

e) This plan should be reviewed on a regular basis to help locate what the team member is doing well, develop their skills, correct any difficulties, and assist them in developing new skills that will create better satisfaction and economic effects.

Personal Development Needs and Expectations Plan for the employee (a)

Name	
Job Position	
Date	
Ambitions	Strengths
Interests	Areas for development
This will be the list of people that you will comment your professional objectives	
Manager	
Professional leader	
Developer	
Mentor	
Other	
From the results of the self-assessment questionnaire which competences do you wish to develop?	
Possibility 1:	
Requirements to achieve this:	
Possibility 2:	
Requirements to achieve this:	
Possibility 3:	
Requirements to achieve this:	

Personal Development Needs and Expectations Plan for the employee (b)

DECISION	
What are the potential problems in this option?	
The required level of participation	
Depending on the decision taken, you will define the objectives to be worked on	
Objective 1	
Steps to achieve this objective:	
Depending on the decision taken, you will define the objectives to be worked on:	
Objective 2	
Steps to achieve this objective:	
Depending on the decision taken, you will define the objectives to be worked on:	
Objective 3	
Steps to achieve this objective:	
Depending on the decision taken, you will define the objectives to be worked on:	
Action Plan	
Start date	
End date	
Competences to be develop	
How to develop them? (training, coaching/ mentoring, online)	
Providers (Company trainer, external trainer, coach/mentor)	
Evaluation of the plan through: the timetable, an interview and a report	

Conclusion

It is obvious that an employee career development plan is a proud moment for both companies and employees. The company and the workers are benefiting.

Profitability It is not only supported by positive gains such as increased productivity, cohesion, trust, and commitment, but is also supported by cost reduction.

Talent waste is a major issue for businesses of all sizes and in all industries.

Investing in employee well-being necessitates a strong human resource.

Organizations with high staff turnover incur significant costs in recruiting and training new employees. It is far more profitable for them to keep their current employees

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