

# Getting started with **Ashridge VLRC**

## What is – or who are – Ashridge?

Ashridge is one of the world's leading centres of excellence for Management and Organisational Development. The rich diversity of talent and experience among the 70 faculty members enables Ashridge to meet the needs of individual managers and leading organisations from around the world. Its reputation as one of the world's leaders in tailored executive development are complemented by thriving organisation consulting activities and application-oriented management research.

## What is the Ashridge VLRC?

The Virtual Learning Resource Centre (VLRC) gives you just-in-time access to a range of Ashridge's learning resources and can be a valuable tool for your personal development, keeping you up-to-date with the latest materials in management development.

The VLRC contains a wealth of information including an extensive collection of 50 Learning Guides on a diverse range of topics, skills, competences and techniques in management written by Ashridge faculty and presenting an excellent introduction to key subject areas.

There are also regular book summaries and reviews, features on the economic trends within particular industries and reviews of training materials aimed at keeping managers at all levels up-to-date with the latest management thinking.

You can use the Ashridge Virtual Learning Centre (VLRC) to:

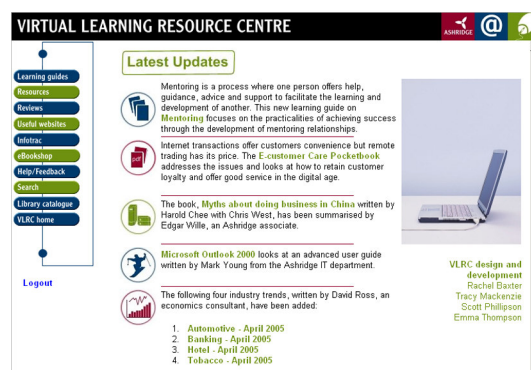
- Develop your understanding of management skills and competencies using the learning guides
- Get career development guidance
- Access recommended management and business websites
- Learn how to use computer software such as Microsoft Word, Excel, Outlook and PowerPoint
- Get access to full-text articles from 200 top business and management journals
- Obtain country and industry reports.

## Accessing the Ashridge VLRC

Access to the Ashridge VLRC requires a username and password. Further information is available on a separate information sheet or from any staff member at The British Council Information Centre.

Once you have gained access, you will be taken to the main page of the Ashridge VLRC. The left-hand menu gives access to each section of the Ashridge VLRC.

The central section highlights the latest additions to the Ashridge VLRC, which is updated regularly.



## Learning guides

You can use the Ashridge learning guides to get an introduction to, or develop your understanding of, a broad spectrum of management skills and competencies. Each guide offers:

- An overview of the topic
- Recommended further resources
- Practical development activities which help you to apply the learning and develop your understanding further

**Learning guides** 

You can access the learning guides in three ways:

- Select the subject area to see the learning guides available
- Browse and search the A-Z list of learning guides
- If you are not sure which guides you would benefit from, complete the self-assessment questionnaire which will recommend the learning guides that will best develop your management skills and competences.

## Learning guides subject coverage:

### Skills and competences:

Creativity, Decision making/problem solving, Delegation, Emotional intelligence, Facilitation skills, Influencing, Interpersonal skills, Interviewing, Lifestyle planning, Managing your career, Negotiating skills, Presentation skills, Self development, Time management, Writing skills.

### Marketing and operations management:

Benchmarking, Brand management, Customer relationship management, Innovation, Introduction to marketing, Manufacturing operations, Marketing strategy & planning, Process management, Relationship marketing, Service excellence, Supply chain management.

### Strategy and finance:

Business leadership for women, Competitor analysis, Costing & management accounting, E-business, Interpreting financial accounts, Investment appraisal, Knowledge management, Leadership, Learning organisation, Managing change, Strategic awareness, Writing a business plan, Value creation.

### Working with and developing others:

Appraisal, Assertiveness, Coaching, Cross cultural differences, Feedback techniques, Managing stress, Meeting skills, Performance management, Project management, Team building/team working, Virtual teams.

## Resources

Resources

The **Resources** section incorporates a range of Ashridge resources including: career material, LRC publications, country and industry reports, in-house academic publications and a link to a full-text article database containing 200 top business and management journals, summaries and reports from the Ashridge Centre for Business and Society, and computer software guides on Microsoft Word, Excel and PowerPoint.

Career development

Journals

Economic trends

Research summaries

Software guides

## Searching the VLRC

Search

You can search the whole of the Ashridge VLRC, or a just a particular section.

1. Select a section to search (or use **All**, the default).
2. Enter a word or term (when you enter a search term the search will find items including all the words you have entered).
3. Click the **Search** button.

For each item found the item's name is displayed along with a short description and the section to which it belongs. Click the item link to view the item.

## Searching the VLRC...

Search

- Learning Guides
- Book Reviews
- Software Guides
- Software Reviews
- Journals
- Economic Trends
- Video Reviews
- Research Summaries
- Useful Websites
- All

## Useful websites

Useful websites

The VLRC provides links to over 600 reputable websites in the following categories:

- Business and management websites
- Country information websites
- General interest websites
- Industry websites

Information professionals at Ashridge have evaluated each link and sites considered to be of good quality and value to clients have been added.

## Reviews

Reviews

The reviews section presents book reviews and in-depth summaries for a wide range of subjects. Useful software reviews written by IT specialists are also provided.

### Book reviews and summaries

The reviews and summaries are divided into the four broad sections given below, or if you know the title of the book, you can select it from an A-Z list.

- Marketing and operations management
- Skills and competences
- Strategy and finance
- Working with and developing others

The authors chosen have experience and expertise in these subjects. The summaries and reviews aim to represent some of the key aspects of the authors' thoughts.

### IT reviews and issues

This section includes reviews of the latest released popular software packages, covering a wide range of applications including business, office administration, presentation and graphics. You will also find Ashridge's guide to healthy computing, which provides useful advice on the use of Information and Communications Technology (ICT).