

FROM DOING THE JOB TO LEADING THE TEAM

How JB Hi-Fi built confidence, communication and practical leadership capability.

Great employees are often given leadership responsibilities because they know the job, understand the organisation and can be relied on to deliver.

But knowing the job and knowing how to lead people are different skills.

JB Hi-Fi partnered with Aspire2 Workplace Communication to deliver a customised workplace programme with a leadership focus. The goal was practical: strengthen communication and leadership capability, build confidence and help participants work more effectively with others.

Building the people skills behind the role

JB Hi-Fi identified opportunities to build confidence and capability in areas that directly affect day-to-day leadership.

Participants needed to communicate effectively with different people, give and receive instructions and feedback, manage priorities and deadlines, run effective meetings and take a more solution-focused approach to daily operations.

The programme brought those skills into the context of their actual roles.

Participants explored their own leadership styles and team dynamics, practised planning and prioritisation, developed meeting skills and learned how to support others through change.

And the learning started showing up at work.

“Training in leadership has helped me become more confident in guiding and supporting my team.”

“It has helped improve my ability to delegate tasks, provide clear direction, and motivate others to achieve store goals.”
JB Hi-Fi Learner

Communication that changed how people led

One of the clearest areas of growth was communication.

Participants became more conscious of how they communicated, listened and adapted their approach to different people. They reported clearer instructions, fewer misunderstandings and greater confidence communicating with teams, managers and other departments.

“I learned to communicate my vision clearly, give constructive feedback and be open to productive discussions.”

“This has helped me lead team meetings more confidently, motivate colleagues through changes and present great ideas to management.”
JB Hi-Fi Learner



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“I’ve become more of an effective leader that focuses on building a stronger team alignment.”
JB Hi-Fi Learner



aspire2
Workplace Communication

Leadership skills that show up at work

The impact extended beyond increased confidence. Learners described practical changes in how they approached their teams, workplace challenges and change.

LEAD WITH CONFIDENCE

Participants developed greater confidence in guiding teams, delegating work, providing direction, motivating others and adapting their leadership approach.

"Some people may need to be approached with a different leadership style than others."

COMMUNICATE WITH IMPACT

Clearer communication helped participants lead meetings, explain expectations, reduce misunderstandings and gain stronger buy-in from others.

"These skills have enabled me to lead meetings more effectively, reduce misunderstandings, and gain stronger buy-in for changes."

LEAD THROUGH CHANGE

Participants learned how to communicate new processes, address concerns and support their teams through workplace change.

"Aspire2 has equipped me with the skill to manage and lead through change more effectively."

SOLVE PROBLEMS, DON'T JUST REACT TO THEM

Learners developed more structured approaches to workplace problems, including asking better questions, considering different perspectives and collaborating with their teams.

"I resolve issues faster and reduce downtime and contribute to continuous improvements daily."

Capability that continues after the training

The programme created more than individual skill development.

Participants built connections with colleagues from other stores and regions, developed a more positive mindset and gained tools and resources they could continue to use. The programme also generated practical continuous improvement ideas for the organisation.

The tutor observed increased confidence in speaking to groups, leading teams and presenting ideas, alongside growth in delegation, motivation, feedback, adaptive leadership and structured problem-solving.

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"The programme helped to develop our team member communication skills, giving them confidence when presenting their continuous improvement presentations back to the business."

JB Hi-Fi Management

Key business impacts:

- ✓ More confident leaders
- ✓ Clearer communication
- ✓ Better delegation and feedback
- ✓ Greater confidence leading change
- ✓ Faster, more structured problem-solving

THEY KNEW THE JOB.

NOW THEY'RE BETTER EQUIPPED TO LEAD THE PEOPLE.

Practical leadership development that builds confidence, capability and performance at work.