

Case Study 2, Leadership Development Programme (2022)

– online retail emporium (130 staff)



We were commissioned to deliver a leadership programme for 6 leaders from different business divisions within a national retailer with both bricks and mortar stores and a thriving online sales platform.

All participants managed a team or teams, and a core part of their role was not just to deliver results, but also to manage and develop key players and team performance.

The course introduced participants to a range of different **leadership styles**, the strengths and the weaknesses of these approaches in different **situational contexts**; supported participants to identify their natural styles and **leadership 'agility'**. Leaders then reflected on what their teams needed and **practiced coaching** one another through their key leadership challenges, with **live feedback** from expert coaches to support and stretch their coaching, provide first hand experiences of transformational coaching, as well as witnessing different coaching styles in action.

What the participants said:

From the internal sponsor:

"It's been great to see managers develop their own **leadership skills** during the course. With dramatic changes in the business, watching Sylvia take the lead quickly and seamlessly was amazing. The amount she referred to the course while working through what her best plan of action was great to see and I do believe she is a stronger leader thanks to it. She will now be promoted this week! **She has the support of the team** already and **one of main reasons for her success is learning about her leadership style and how to embrace and develop it.**"

"The coaching programme has given me **more confidence** to push myself. What's been most helpful has been **understanding how people work differently** and how I can achieve the best results from individuals' various characteristics. Listening to the other managers in the group was extremely insightful and has taught me a lot about them as individuals and has **helped how we now work together as a team.**"

"As a result of the course I have noticed **better communication** between various teams and especially **between department managers**, with us **all working towards the same end goal** and



encouraging each other to reach those goals, **increasing overall productivity** at our busiest time of year.

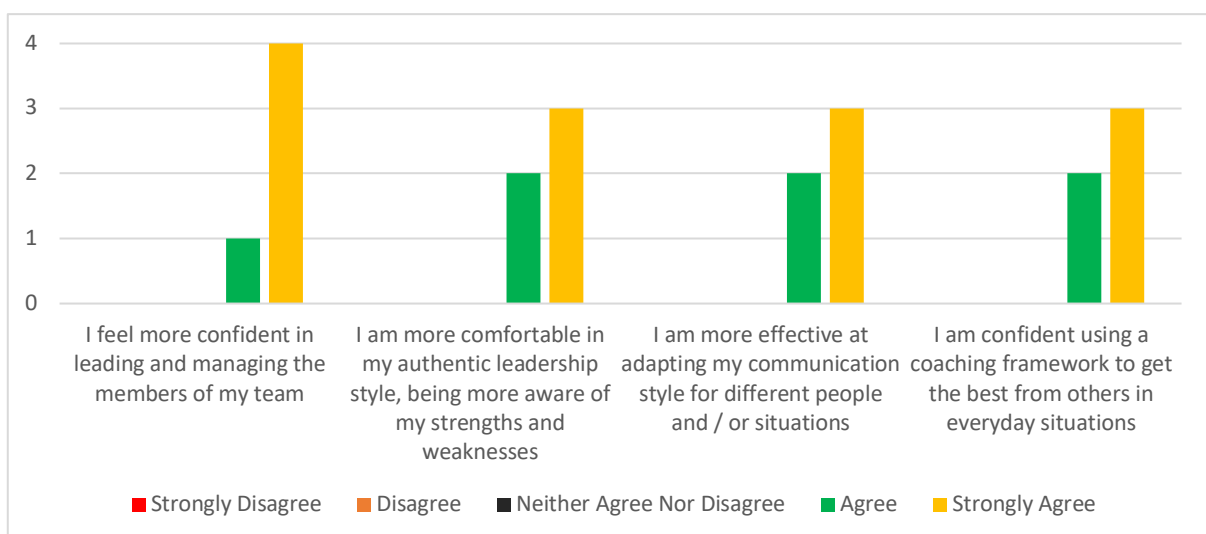
I believe this course really helps create **a better understanding of how to manage people** better, and provides lots of coaching tools to help maximise potential... The course uses real-life coaching scenarios that are relevant to your managerial role, which is extremely useful as **you can put into practice** what you have learnt from that session. Extremely worthwhile!”

“The coaching programme has helped me make great progress by giving me much **more confidence** than I realised I had. I can shy away from **difficult conversations**, it has pushed me to break through those boundaries. **It has been extremely beneficial as a company, bringing us closer together** to help problem solve and get to know each other’s communication styles. I personally have found the course so helpful. I’m aware of my management style and learning about others working style is fundamental to **making a team work to the best of their abilities.**”

“It’s opened me up, made me less ‘black and white’, helped me to value different perspectives, and made a big difference to my professional and personal life. It’s taught me to pause and reflect and to be more patient with other people. I really have valued it a lot.”

“Before the course I felt confident in my job. **Now I feel confident in my managing of other people.** I have learned that the way I like to do things isn’t how everyone likes to do things, and **I’ve got better at helping people find their own ways to succeed.** I really didn’t have high hopes for the course as I’ve been to a lot of training that feels like a waste of time, but **every session felt like I learned something important and new that I could put into practice** in my management role.”

End of course review



recruiting champions to deliver the change (2018)

