

# Leadership Development Case Study

## 1. The brief

Leadership does not come naturally to most people. It is a skill that needs defining and developing. We believe that your leaders exert influence in four domains:-

**Leading yourself:** developing self awareness and intentional leadership behaviours.

**Leading the people:** do they catalyze others to achieve more than they thought possible?

**Leading the strategy:** do they translate the organization's strategy into a plan for their area?

**Leading the work:** do they uphold the highest standards and deliver big projects on time?

We've worked with groups in Australia, UK and Europe to develop these leadership skills.

## 3. Outcomes: Feedback

**Participant feedback** from this program averages 9.2/10 with a net promoter score of 71%. Our verbatim feedback highlights the engaging delivery, powerful content and practical take-aways.

*'It was a fantastic course where I have picked up a lot of tips and tricks from Rob.'*

*'Interesting, thought-provoking and extremely practical.'*

*'It made me be accountable, take responsibility, but simply also push myself to make a plan not just for me, but for my team and how I want to change for the better.'*

*'It has been valuable to learn about all aspects of leadership. The course has practical examples / tips that we can apply in our day to day.'*

*'I thought the entire leadership program was fantastic and very helpful. I learnt so much.'*

## 2. The program

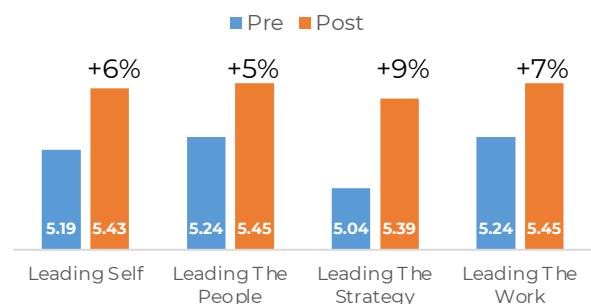
Phase 1: **diagnose.** We begin by using a 360-feedback process to assess each participant's strengths and development opportunities. This allows us to tailor the program to the group and to the individual. The 360 reviews are then shared with line managers to get their involvement and integrate the program into wider development plans.

Phase 2: **define.** In a live workshop on self leadership, participants define a vision for their leadership, as well as the mindset they need, and the core leadership behaviours they need to show.

Phase 3: **develop.** 3 live workshops which focus on leading the people, leading the strategy and leading the work.

## 4. Outcomes: Behaviour Change

When we compare **post program 360 data** with the pre-program data, we see that all 4 domains of leadership saw increases across the cohort. Ratings out of 7 rose by 5-9%<sup>1</sup>.



Examples of the visible business impact: -

*'It's clear to see that B has a plan for his patch as well as [the organisation] as whole.'*

*'I've noticed there is a lot happening from an awards and PR perspective; the team and H have a great reputation in [organisation]'*

*'It's allowed C to take a more strategic role across the accounts and out of the day-to-day; also great for the team to develop their skills.'*

<sup>1</sup>: As marks are from 1 to 6, the % change is calculated on a base of 'score minus one'

