

Background

Our client is one of the most successful privately owned new and used car dealerships in South Wales and the south-west of England. They have six branches covering major brands such as Nissan, Fiat, Kia, Hyundai, Alfa Romeo and Abarth in vibrant towns and cities including Bristol, Cardiff, Newport and Gloucester. They pride themselves on the quality and reliability of their staff across all of their departments.

Their mission is to 'treat customers how they would like to be treated'. This centres on their three pillars: trust, transparency and value for money. Regular customer satisfaction surveys keeps them focused on their mission; in the latest of these (February 2016), 94% of their customers affirmed that 'they would recommend them to their family and friends'.

Situation

There was some disparity amongst Senior Managers on the business's strategy and vision, and these could not be reconciled inside the boardroom.

Analysis

Prior to designing the programme, the Rhodes training team worked with the Senior Management Team (SMT) to benchmark the organisation and to set programme goals. On the basis of a broad understanding of their history and current situation, the training content was tailored to the exact needs of the SMT.

During the analysis, communication styles, skills gaps, current perceptions of management behaviours and how these mapped onto individual needs and their learning styles were assessed in detail.

Planned Solution

A development programme that captured the team's sense of adventure as well as introducing them to a communication model that would identify their opposite type and offer them strategies for improving every interaction.

Day One: A lively and enlightening programme that made extensive use of Discovery Insights.

Day Two: Team building that laid the foundations for building a stronger team.

Implementation

Pre-Course

To help the participants gain a deeper insight into themselves and their colleagues, all the managers completed an online evaluation prior to the development day. This helped them uncover the meaning behind their preferences and behaviour. It formed the basis of the training and was designed to show the participants how to adapt to and connect with each other to create strong and effective relationships.

Course Outline

The course covered the following aspects:

- The steps required to improve personal effectiveness and performance
- The power of self-perception and how we can change in order to become more effective when dealing with challenging situations
- Discovering personality types and how we can draw on our multi-faceted styles to make the most of every situation

- The psychology of self-understanding and how to understand others more completely
- Personal behaviour preferences and how we draw on these under pressure
- Recognising other people's styles and how we can connect and adapt to build better working relationships
- How different people interact and how we can use this information to improve performance
- Understanding our personal profile and how we can draw on our strengths to be more effective

Post-Course Evaluation

Enlightened by our 'Discovery Insights' development programme, the SMT instantly rolled it out to the next layer of managers and their customer service teams.

The SMT was immediately able to see the benefits that 'Discovery Insights' could bring not only in creating a common language through which to communicate but also for understanding their customers and their needs more fully.

They have since extended 'Discovery Insights' to all their recruitment and staff selection processes so they can be sure to find the right organisational fit and skill sets to support their plans for the future.

Business Benefits – Operations Director

"Since introducing the 'Discovery Insights' methodology into our business, it has given us a greater insight into the behaviours of our SMT, managers, customer services and sales teams. Using the principles of the colours, we are quickly able to identify an individual's communication style as well as the dynamics of our teams and what energies are needed to ensure that a department/team functions at its optimum level.

We are also able to identify our customer types and how to connect to them to make every interaction valuable.

Having seen the benefits of using 'Discovery Insights' in the business, we have adopted colour profiling for all our staff recruitment. Using the colours, we can assess whether a person will fit into a particular role or team. The content of the report helps us to structure our interviews, especially around their strengths, blind spots and areas for development.

We have found 'Discovery Insights' an extremely valuable business tool."

Comment from the Managing Director following the training

"The Discovery Insights Development programme was professional, engaging and lively. Passionate trainer and presenter."