



CASE STUDY

Belgrade Insulations and Drylining Supplies Ltd

August 2021

The Challenge

Cosensa had previously delivered Sales Training to the Leeds branch of Belgrade Insulation and Drylining and had achieved really positive results. A huge part of this success was down to the fact Cosensa sourced a trainer who really understood the business.

During a 'Where to next?' exploratory meeting in 2018 with Gerry Fallon, the company Chairman, we identified a need for Branch Directors/Managers and Assistant Branch Managers throughout our network of UK branches to develop their Coaching Skills. There was a range of experience within the team and a desire to make the best use of this. Cosensa recognised the opportunity to develop the skills and build the bonds between individuals as well as providing the management team in each branch with the tools to support their own teams.

The Solution

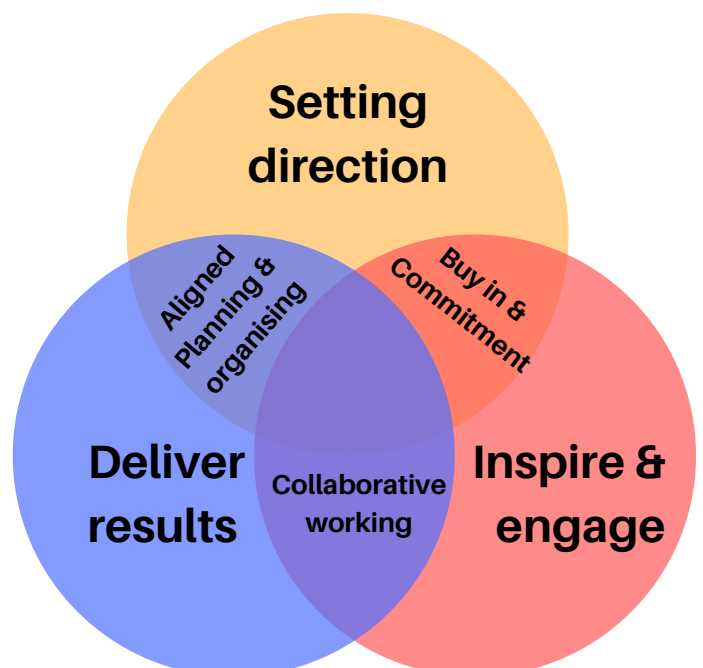
We acknowledged there was no obvious management framework being used in our organisation, so Cosensa's proposal recommended the Primary Colours Leadership (Head, Heart, Hands) model as a framework; specifically the Inspire & Engage section.

- **Head** - Setting Direction, the ability to understand complexity, think strategically and establish a clear direction.
- **Heart** - Inspire & Engage, engaging with those around you, building trust, credibility and goodwill.
- **Hands** - Deliver Results, a strong will to succeed that overcomes obstacles and delivers results.

This model is repeatable and would serve as a framework should any future management development be required.

Coaching is a sub-area of the Inspire & Engage section. The section includes further content such as:

- Motivation
- High Performing Teams
- Developing People
- Own Personal Style, etc



“[You] listened to what we were saying and didn’t push what you think we need, but discussed options and gave solutions.”

In order to increase and enhance the impact of any development, Cosensa recommended carrying out the intervention utilising experiential learning methods. This has been proven to be one of the most effective methods of development and is highly engaging for attendees.

Using experiential learning required an appropriate venue (with grassed areas and grounds) in order to set up and complete the team exercises.

In total our seven of our senior management team and 12 of our middle managers attended four days each on developing their Coaching Skills.

The approach Cosensa took provided flexibility. The management team were to attend a number of sessions, however some managers missed a day here and there due to other commitments or illness. Cosensa ensured everyone was covered by providing one to one sessions to cover the course content.

The Outcome

There has been a **noticeable impact on Belgrade’s business**. Managers now have a toolkit their can refer to when it comes to coaching, enabling them to nurture and develop their team.

Belgrade have seen increased sales and operational productivity as a direct result of this intervention and it has helped maintain our low staff turnover.

As well as that, it has crystallised the strong camaraderie between the branches which are spread throughout the UK. Managers are now more likely to pick up the phone to one another to bounce ideas and discuss their own challenges.



“The programme added value to our existing team and has allowed us to continue our development from within, building on our ethos and culture.”
Andrew Khan, Operations Director

Some example feedback comments include:

Got so much from this course, came back equipped to deal with a few issues at branch more clearly and professionally. I loved the activities, definitely got my mind going in ways it's not used to.
Geraldine Lorimer

Very good course and enjoyable, would have given 5 stars but not really allowed to (reference Joe's Amazon example) 😊
Neil Richardson

I thought the course was very enjoyable and particularly driven to suit our business, Joe makes the training very engaging and encourages everyone's participation.
Scott McLean

The format is good as it's a small group where everyone is involved. The training and content are taken seriously yet it's informal enough to keep everyone's interest up throughout the course.
Mark Lucking

The overall experience of the course of the last few dates has been great, having been able to put some of it into practice back at branch. The activities on the last session were super - a break from the usual 'classroom' scenario
Andrew Sztymbicki

Testimony

"We have worked with Cosensa for the past 7 years. I have found them both professional and, most importantly, effective in the delivery of the agreed programmes. Employee feedback after each session is always positive as both Joe and Laura understand "what makes us tick". I would not hesitate in recommending Cosensa to any forward-thinking organisation."

Gerry Fallon, Chairman

"We liked the fact Cosensa identified we needed a trainer who understood our business, the language we use and who had a history of working in our sector. The training was then tailored to suit us, rather than delivering something that is one size fits all. This paid dividends and has produced the results we had hoped for."

Andrew Khan, Operations Director

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