



### **The brief:**

Bray Leino is an integrated communications company that has undergone rapid growth in recent years, mainly through acquisition.

The company asked us to help them create a strategy for future growth and develop a leadership programme for the top 10% of their organisation that would reflect their long-term objectives

### **What we did:**

We helped the management team achieve clarity on where it wanted the business to go by developing a new company vision and values and highlighting the behaviours which would help it to fulfil its objectives. We then created a three-day leadership event which used external best practice (e.g. speakers from the Eden Project and case studies from Pixar), experiential learning (e.g. working with the chefs from Fifteen Cornwall) and leading edge tools and thinking.

Together, these things were designed to give the leadership the skills, knowledge and behaviours to lead the organisation forward. Following the event, we supported each leader through one to one coaching as they delivered the programme to their own teams.





### The result:

The leadership team was inspired by having a new corporate vision and motivated to adopt the new behaviours crucial to driving the business forward. They were able to roll this out to their own teams in a way which was appropriate for each part of the business as well as integrate the new values and behaviours into all aspects of how they do business.

### What the client says:

*"Perfection. This has been the most inspiring, motivating and galvanising experience of my professional life."*

*"Superb programme — it outstripped my expectations. Really, truly a life-changing experience for our company."*

### ...and 6 months on:

*"I am really proud that we did the programme with you and am confident that we will come through the recession even stronger. We have a new level of confidence, a clear vision for the business, the politics have gone and there is a new and refreshing transparency across the business."*

