



### The brief:

The merger of Premier Foods with RHM (Rank Hovis McDougal) created the largest food manufacturer in the UK with brands such as Hovis, Lyons and Mr Kipling Cakes.

The senior leadership team responsible for the manufacturing, storage and distribution of all cake products wanted to identify how to improve the performance of their business, given the larger scale of the new company.

### What we did:

We developed a short and high impact programme that included individual development for each of the leadership team, team development workshops and business strategy and planning sessions – all delivered over a period of 90 days.

### The programme included:

- Psychometric profiling for all team members using a variety of tools, including an Emotional Intelligence based tool.
- Individual coaching for all team members to explore how they could take actions that would build the impact of the wider team, as well as deliver more value within their own piece of the business.
- A short and medium term strategy for the team and the business that would set the foundation for future growth.
- Developing a set of values and behaviours to be role modelled by the senior team, and then rolled out across the wider business.





### **The result:**

The outcome was an energised and high-performing team that exceeded individual and collective goals. Many of the team practices and business processes are being hailed as best practice for the whole company.

### **What the client says:**

*"you created the right environment for this programme to happen, and the one-to-one coaching was powerful. That combined with the team sessions and the "real time" interventions mean that there has been a big impact in the team. As a team we are now aware of and sensitive to each others' needs, and individually you have helped us generate a high level of motivation."*

