

# Client Case Study

Nº 34

Bond Dickinson

## Bond Dickinson Creative Performance Management

“Very engaging – [Deena] adjusted styles and approaches depending on people’s reactions and comfort zones.”

Partner  
Bond Dickinson

“I wanted to mention what a fantastic couple of days we had with Deena and how it has really helped me with team management and feeling equipped to deal with team management matters. I’m already trying out the models on the team. I think it will help a lot with the integration process as well.”

Partner  
Bond Dickinson

## Synopsis

Following a series of 2-day Creative Performance Management workshops and follow-up coaching, Partners at Bond Dickinson are now able to effectively use a range of techniques to help manage relationships with their teams and support improvements in individual team member’s engagement, motivation and performance.

## Challenges and Requirements

Bond Dickinson wanted to ensure that their Partners had the opportunity to develop further skills to coach, develop and challenge their people so maximising motivation and performance across the firm.

## The Farscape Learning Experience

Working with Bond Dickinson, Farscape designed and delivered the Creative Performance Management programme. This included a 2-day workshop delivered by ex-theatre director Deena Gornick, which focused on:

- Exploring how to build rapport, using a range of tools including Neuro-Linguistic Programming (NLP), in order to build effective relationships.
- Building Partners’ understanding of their own influencing style, in order for them to develop further engagement and trust.
- Practising having coaching conversations, giving and receiving feedback, challenging and supporting.
- Using experiential elements designed to challenge Partners and allow them to experiment with different communication and leadership styles.
- Learning tools that help structure a performance conversation.
- Exploring how to delegate effectively, set goals and expectations and create an emotional contract in order to empower others whilst reaching a mid-point between micro-managing and not managing at all.
- Using transactional analysis to disclose feelings and understand how to analyse transactions that occur and what ego state they originate from.

## About Deena Gornick

Deena Gornick is an experiential and inspirational leader and coach with over 20 years’ experience of learning and development across all levels of organisations. She designs and delivers large-scale corporate events for groups of a thousand as well as developing engaging one-to-one coaching sessions in such issues as presentation skills and assertive communication. Deena believes passionately that learning should be fun and this is borne out by the excellent feedback she receives. Creating a challenging and safe environment where people are able to take risks and explore their potential, Deena’s warm style is informed by her 15 years’ experience as an actor and theatre director.

“The course has really delivered. It has helped broaden our toolkit for managing and enhancing performance and all the partners in our group were delighted. In today’s modern law firm, this is vital and there is no doubt that L&D like this really sets us apart from competitors and feeds the bottom line. [It’s] an important part of our culture that we think this way and approach it seriously.”

**Partner  
Bond Dickinson**

“Working with the Farscape team has been great. It’s been a really positive experience. There has been feedback both ways in creating a finished article which has really worked and has been administered and delivered in a way that has been great for both parties.”

**Martin Nichols, Learning and  
Development Manager  
Bond Dickinson**

## Outcomes and Results

- Partners now have a greater understanding of how people work, how to give feedback and how to manage people on an on-going basis.
- Performance support is now being dealt with a lot more effectively and partners now feel that they have a broad enough toolkit to be able to deal with the different requirements that arise. Partners are now delivering a higher quality performance through their people.
- Partners have been able to use the skills they have learned when dealing with clients. Their understanding of rapport, unconscious bias and transactional analysis has resulted in improved client relationships.
- Partners have also been able to use their increased confidence and improved communication skills to help deal with a recent company merger.

## About Bond Dickinson

On 1 May 2013, Bond Pearce LLP and Dickinson Dees LLP merged to create a new national law firm: Bond Dickinson LLP.

The new firm provides expertise to many of the UK’s pre-eminent organisations and high net worth individuals. The firm employs over 700 lawyers including 142 Partners in eight office locations across the UK.

The Bond Dickinson Way combines deep sector expertise with a commitment to developing close relationships with clients. They focus on sectors that are key to the UK economy such as chemicals and manufacturing, energy and natural resources, financial institutions, private wealth, real estate, retail and transport and infrastructure.



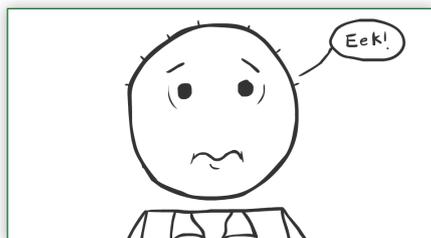
The delegates took part in a carefully designed learning journey over 2 days



They practised giving and receiving feedback



They practised having coaching conversations



The experiential activities took some delegates out of their comfort zones



The workshop gave them skills that they were able to use back at work



Positive impact can already be seen with improved confidence and performance