

Client Case Study

Nº 15



Cathelco Building Effective Relationships Programme

“The course has opened people’s minds to looking at different ways of interacting across departments and their requirements. It has created far more effective means of communication because people are now able to empathise. The course was particularly appropriate with regard to our new product development project. It has helped a lot in getting different people’s input across a range of skill sets from production to technical to marketing.”

**Pete Smith, Sales Director,
Cathelco**

Synopsis

Following a high energy, interactive two-day programme, members of the technical department have now developed the skills to build better, more effective relationships with colleagues, clients and suppliers. This improved self-awareness has led to more open, challenging and courageous conversations happening within the business and greater clarity about people’s needs and behaviours. With this has come increased trust and engagement, and relationships are helping, not getting in the way of, achieving the business’ goals.

Challenges and Requirements

- Members of the technical department were highly skilled, proficient in their roles and knowledgeable. However, there was a recognition that they would benefit from developing their understanding and skills about how relationships impact on business performance and results.
- As in many businesses, people lacked confidence when expressing themselves and did not understand their own personal impact. The Technical Manager recognised that they would benefit from building confidence and skills in this area in order to help them communicate more effectively with colleagues, clients and suppliers and have greater sophistication around influencing and being assertive.
- There was very little communication amongst the team and silos were forming. People were not giving feedback, having vital courageous conversations or exchanging ideas across departments which impacted on delivering the results that the business required. It was recognised that some support in developing better relationships with each other and better networking skills would greatly benefit the team and the business.

The Farscape Learning Experience

Farscape designed a two day programme based on building effective relationships. Using skills and techniques often used in the theatre, the programme was high energy, interactive and challenging. Delegates spent time exploring the key techniques of building rapport – listening, questioning, body language and personal impact. They also spent time exploring influencing and assertiveness; learning the key behaviours of assertion as well as some of the psychology behind behaviour in order to more fully understand their own emotions and responses to different situations.

Delegates also practiced giving and receiving feedback and expressing feelings in an appropriate and constructive way. Throughout the programme, time was created for people to experiment with their own personal power and status and to receive feedback from other delegates and our experienced facilitator about how they could develop their style and technique in order to get better outcomes.

“ Delivery of the course from Deena was excellent. All questions answered perfectly. ”

Ryan Marsh, Cathelco Delegate

“ Excellent course, very well presented and highly beneficial to a company of our size and function. ”

Adam Rogers, Cathelco Delegate

“ I have got more from the course than initially expected. I believe the skills I have learnt here I will continue to use throughout my career – thank you! ”

Ryan Marsh, Cathelco Delegate

“ I am very pleasantly surprised by what I have learnt about my colleagues and myself in a short period of time. I am looking forward to using and practising the new skills learnt. ”

Amy Hurt, Cathelco Delegate

Outcomes and Results

- People have greater confidence about the power that they have in building effective relationships and how they can influence effectively. As a result they are able to have more productive conversations, which have positive outcomes.
- Directors in the business have noticed changes in people’s communication styles and have been challenged positively about their own personal impact. This has led to a positive change in dynamics as people are more able to have courageous conversations, which lead to improved results.
- Members of the team understand the importance of relationships in delivering business results and prioritise time in developing these relationships, not just on the technical aspects of their roles. As a result, there is less misunderstanding, greater clarity and less time wasted, meaning better results for the team and the business.
- 87.5% of delegates felt that their relationships would improve as a result of practising the skills of effective listening.



Delegates took part in a carefully designed learning journey



Many of the delegates were apprehensive before starting



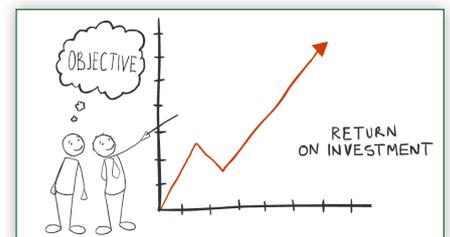
Discussion and exercises helped to break down barriers



Individuals were coached about their performance and communication style



All delegates delivered a presentation about their learning experience



The positive impact has already been seen in different departments across Cathelco