



## **Case Study 3: Developing the Team to Develop the Business**

### **Context**

The UK Subsidiary of a Global company. The business development team who were in three locations in the UK.

### **What they wanted**

To increase their impact [results] by working more effectively. Overcome issues of distance in communications.

### **What we agreed to do**

- We facilitated three events focusing on
  - purpose
  - stakeholders
  - communications
- In these, the team agreed more effective ways of working, maximised use of existing strengths and talents and agreed clear targets for performance
- We took part in the team members annual review meetings
- Through a series of individual coaching sessions we coached individuals toward more effective ways of working and achieving their performance goals

### **Outcome**

Significant improvements in the way the business development team communicated with each other and with stakeholders and improved results leading to genuine business developments. Increased confidence of the team members built through coaching.

### **Vice President**

*"This was the most cost effective yet thorough and creative approach we have ever used. Everyone in the team feels they have really benefited and as a result we have had far greater impact"*

***We respect the confidentiality of our clients. For this reason we do not identify organisations in these case studies. They are however real and illustrate the work of Summerhouses: people and development***

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