

Developing Talent

'Very valuable and insightful . The skills and best practices learnt have been applied to my daily work and tiered down to the team ensuring we make a difference to the overall business.'

-participant

A Case Study Of Puma's BE YOU Programme

The Brief

Trailblazers were engaged to help some of the key UK talent within PUMA to step up to the next level of their management and leadership potential. They needed to build greater cohesion around them and maximise their individual strengths.

This would both position the individuals for further success within Puma and allow Puma to succession plan.

The Activity

Before undertaking the programme visible sponsorship of the programme from senior leaders was gained to ensure that the programme was viewed as prestigious and to increase the participant's sense of value at being part of it.

Line managers were also encouraged to support the programme so as not to create difficulties at an individual level. This also promoted a high degree of alignment within, and a consistent message from, the business.



The programme :-

Equipped participants to raise the bar on performance by having powerful conversations with their people and utilizing best-practice core communication coaching tools and techniques.

Empowered participants to increase their own motivation and performance by identifying and breaking through personal blocks, barriers and limiting beliefs.

Developed participants to raise their personal game by building their self-awareness and understanding of their personal leadership impact. They learned how this influences team performance and developed effective strategies to become even more engaging, empowering and innovative players.

Ensured that the Insights Colour Profile work already started with the participants was built on and integrated from a talent development and leadership perspective.

Gave participants the opportunity to understand more about their key strengths so that they could more consciously leverage them.

Shone the light on participant's key motivational drivers as well as helped them think about what drives those in their team.

Increased participant's awareness of the different leadership styles and their impact to help them raise their visibility within the organisation.



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The Results

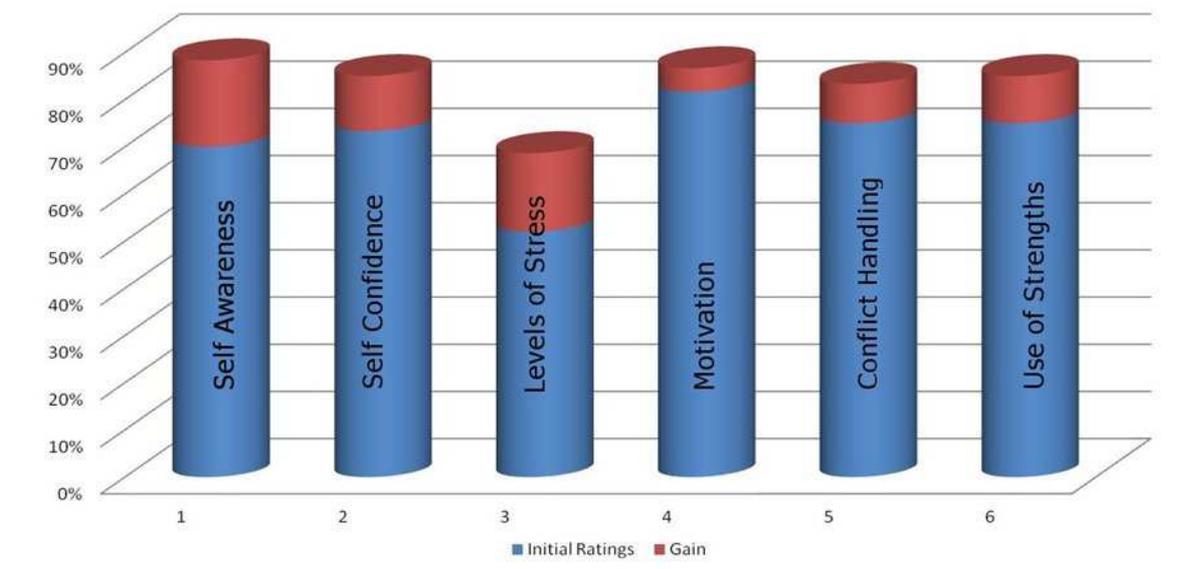
100% of participants said their communication with their team had improved.

88% -the average levels of self awareness and empathy post programme, an increase of 18%.

85% -the average level of motivation after the programme, an increase of 5%.

85% -the levels of confidence and use of strengths, an increase of 10% .

BE YOU 2015/2016 Improvements



This programme is part of our commitment as a leadership team at PUMA to recognise, value & develop our people to enable them to be the best they can be. As part of this process we worked with Trailblazers to specifically design a programme to enable the participants to understand their strengths, motivations & talents & how they could tap into them to achieve their goals. We are extremely pleased and proud of the success of the programme so far and look forward to continuing to develop and grow it.

Gail Cole, Head of HR UK, Ireland, Benelux