

Client Talk®

for stronger relationships

Team Coaching: Media Agency

AT A GLANCE

- Lego Serious Play
- Coaching
- C-Me
- Learning Journey

CHALLENGE

We were engaged by a multi-award-winning media agency, who constantly strive to do better. They got in touch with us to help work with their team to build a business development culture to make sure that they continually deliver for their clients.

Our client strives to be a trusted advisor to their clients and provide a service that exceeds expectations.

They wanted us to focus on how their team could continue to strengthen relationships with clients and help them be seen as a professional services firm, rather than an agency.

WHAT WE DID

Client Talk created a six month learning journey for our client. Mindful of their objectives and budget, we created a journey that combined training, coaching and self-reflection. We sought to create learning groups that could be a constant source of support and which would serve as a way to increase return on investment, through peer learning and reflection.

We wanted participants to come away with a deeper understanding of the following:

- **Influence** – what it means and how it can be used with clients and teams
- **Trust** – what it really means to be a trusted advisor and how can this lead to deeper relationships
- **Leadership** – increased self-awareness of leadership styles and what this means for client relationships



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The programme started with a full-day session which involved bringing the whole team together for a Lego® Serious Play® session and C-Me workshop. This built the foundations for the programme and helped the team to create communication charters. It also started to shape a deeper understanding of colleagues and introduced self-awareness as a focus.

We then embarked on a programme, which saw us deliver shorter peer level workshops. These were a combination of skills based learning and coaching. We were focused on achieving our client's objectives, as well as developing an enhanced culture of learning.

RESULTS

Participants reported having increased self awareness at the end of the programme. They also saw a collective understanding of what it means to be a trusted advisor and how to develop the skills to deliver for their clients.



WHEN PARTICIPANTS
WERE ASKED "WHAT
DID WE DO WELL?"
THEY SAID.....

*Brought our senior team
closer and empowered us*

*Flexibility of our sessions
really useful*

*Getting our peer group
together and creating a
space where we feel
supported by our peers.*

*Developing internal
relationships.*

*Made it interesting so
everyone takes part and
gets something out of it.
Lego definitely helps.*