

# human and relationship capital development case study

## client

UK facilities support services company

## location

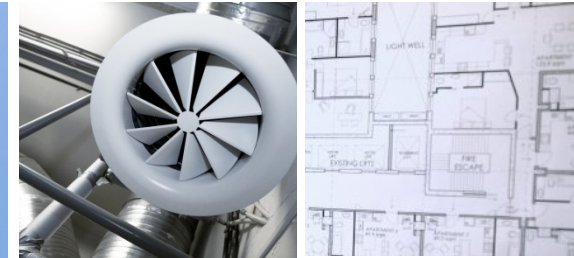
United Kingdom

## further information

Chris Woolston

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## services provided

- Human dynamics
- Business development

## the challenge

The business development team was under pressure to achieve and to do so needed:

- To develop better customer orientation
- A single approach based on best practice
- An appropriate set of values and behaviours
- Team working development
- Skills development in gap areas

## project scope

- fti devised a collaborative programme to address their needs, including:
  - In-depth interviews
  - Workshops
  - Bid pilot exercises
  - Individual support

## outcomes

- The team developed a new pro-active sales process for all stages of business development
- Best practice, skills and key improvements and actions required were agreed for each step
- Action plans were also defined to develop:
  - A high performance team
  - Effective communication presentation skills and formats

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Chemicals giant

## location

London, United Kingdom

## further information

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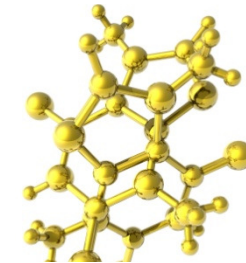
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## services provided

- Human dynamics

## the challenge

The Board of this major corporation were seeking to develop a high performance culture. The company had an efficient process but not a strong and uniform commitment to high performance. Four global business units had slightly different cultures and systems for measuring and rewarding performance



## project scope

- Extensive benchmarking study to review how other top global companies defined, measured and drove high performance
- Detailed case studies of 8 alternative approaches, examining merits and demerits
- Recommendations on optimal approach and implementation plan
- Facilitation of full day Executive team meeting to present recommendations and develop and agree implementation plan

## outcomes

- Recommendations fully agreed
- New culture development plan implementation process in train

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## client

European Manufacturer

## location

United Kingdom

## further information

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## services provided

- Brand behaviours

## the challenge

forward thinking inc had developed a new corporate brand positioning for this client. The next challenge was to drive brand execution through every aspect of the business.

fti recommended and developed a brand ambassador programme to recruit, train and manage a team of consumer brand ambassadors, to spread the brand message nationwide.



## project scope

- Develop and recommend a brand ambassador programme, a concept never employed by the client before
- Definition of ambassador role and development of programme outline and mechanisms with the client
- Workshops with loyal customers to test and refine the concept
- Launch of the programme and ongoing support in execution

## outcomes

- Brand ambassadors now adopted as a major component in the UK brand programme
- Programme launched with a full range of support materials and management protocols

"We worked closely with forward thinking inc to develop our brand positioning for the UK. The result is a clear positioning that has been successfully implemented throughout the business. They brought to the project a thorough approach, excellent strategic and creative thinking and a great result!"

- Chief Executive