

Chandler Chicco Companies (CCC) dedicates itself to providing complete healthcare communications consultancy within an integrated offering.

Fundamental to its success, is the ability to build teams with the necessary skills, creativity, drive and motivation to prepare an extraordinary response to their clients' requirements. "This doesn't just happen", says Fiona Hall, CEO. "Our success comes from having highly effective client teams. This in turn, requires exceptional individuals with consummate leadership skills to front our teams".

For this reason CCC devotes time and resource to developing its leaders and over the past 5 years has turned to Forty2 for support. Sarah Stevens, Human Resources Director, explains: "I had worked with Nick Anderson from Forty2 in a previous role. I was keen to enlist his help because of his track record in our industry and my first hand experience in the way he works. I was confident that he would be able to design and deliver leadership training programmes in line with our somewhat unique and exacting requirements."

CCC has a "no walls, no titles" philosophy encouraging a creative and collaborative environment where employees, regardless of tenure or experience, can work together to deliver the best work for clients. "Such a culture can be challenging for those with leadership responsibility", says Sarah. "They cannot rely on authority or position alone; instead they need to develop an exceptional ability to influence". Briefed with this challenge, Forty2 set to work to design a training initiative to support CCC in the development of their leaders within the context of this distinctive agency culture.

First to roll out, was a 6-day training programme entitled 'Team Leadership: influencing without authority' delivered over a six month period. This has proved so successful that it has continued to run once or twice a year over the past 5 years. Nick Anderson from Forty2 explains: "A large part of the success is due to the way we structure the programme and the delivery style we use". Sessions are delivered at 4-6 week intervals giving participants the opportunity to apply the principles covered in their day-to-day work between sessions. They report back on their experiences at the following session. "This phased delivery means participants 'learn by doing' and, over an extended period of time, this results in lasting behavioural change rather than skill development alone", says Nick. Nick adds: "We avoid lecture-style delivery and engage our participants using an interactive role-play based approach. Everyone is involved and everyone learns from the ongoing and individual feedback provided."

More recently CCC has extended its focus to helping those with potential prepare for future senior leadership positions. Sarah Stevens comments: "Our continued success depends on effective talent management. We would like the majority of our future senior leaders to come from within, so it is important that we recognise our potential future leaders and do everything possible to develop and retain the talent we have." With this aim, CCC and Forty2 have worked together to develop the CCC Leadership programme. Unique in approach, this ten month programme combines in-depth psychometric and emotional intelligence assessment with group workshop-based training, individual coaching and team-based business-critical project work. "The initiative has provided benefits to both us as an organisation and the participants individually" says Sarah. "It's been integral in identifying and developing our leaders of the future. From the participants' perspective, it has really helped them understand the requirements of a senior leadership position, heighten self-awareness and has provided the catalyst for driving their own leadership development."

Forty2's support is not limited to these training programmes. Polly Purser, HR Manager, explains "Nick has been actively involved in a number of initiatives outside traditional training from development of our mentoring toolkit to provision of executive coaching for some of our Business Unit Heads".

Want to know more?

Contact us by calling **08700 704242** or email: info@4ty2.co.uk

What the participants say

"The training course, and particularly YOUR insights and guidance, was the most useful and practical training I've ever participated in. The role play element was vital; it was critical for us to be placed in difficult situations yet still in a safe environment. The peer relationships I've developed are unmatched."

Thank you, thank you, thank you!"

Angela Mahaney

"We worked very well together as a group and were able to speak freely which led to some interesting and thought provoking discussions about how situations could be improved with the theory of this course being put in to practice."

The content was pitched at the right level and was always interesting with a good mix of pace and group/individual tasks."

Nick was knowledgeable, understanding, sympathetic, patient and helped to make the course fun!"

Rebecca Stevens

"This course has made an incredible impact on my professional and personal life. The practical lessons and coping skills taught have had multiple applications. It will be a continual process to incorporate these skills into my life on a daily basis, but I am now regularly thinking about how best to approach situations which is the first step to being a true leader...being cognisant of how our behaviour affects those around us."

Danielle Whitney

"This has been the best training course I have ever been on! I genuinely looked forward to each session, and found I took away useful concepts which I could immediately implement into my day-to-day work. Understanding how to plan a conversation, relating to different personality types, and how best to get your point across has not only helped me in my work, but in my personal life as well! Thank you Nick!"

Catherine Wood

"Thanks very much Nick. I'm feeling very humble today, and very thrilled at the same time. If I had to give an acceptance speech I would thank you for your guidance and support last year, without which I wouldn't have achieved this award."

Megan Bridges Winner of Trees in Recognition of Exemplary Employees (T.R.E.E.) Award, Chandler Chicco Companies