

Context

As part of the launch of the new leadership competences within BT, Strategic Thinking and Emotional Intelligence were two areas seen as weak within BT Payphones middle management. A traditional phone business with people coming from engineering backgrounds, the broad ranging thinking in terms of people and in terms of commercial propositions was required to enhance business performance.

Coaching Approach

Lifetimeswork put together a group coaching programme, incorporating active workshops with 1-1 coaching, all targeted to extend the capabilities of the individual participants in the two areas. Much of the initial emphasis was on understanding self to improve understanding of what drives each person, and how this manifests in a work context. Role plays on how to motivate and lead were used to extend understanding of leading others, and an innovative high tech case study was developed to demonstrate, unpick and stretch strategic thinking

Outcome

Feedback from this programme highlighted how much coaching helped each participant really get to grips with their own capabilities and motivations, and so improved their own and their team performance. Strategic thinking exercises challenged misconceptions of what was possible, with participants walking away with a much clearer idea of how to apply 'what-if' style thinking.

What the Client Said

The programme gave me insight into my current working environment, my personal strengths and weaknesses and my approach to problems and how it can limit the outcomes. The programme started a process of objective setting for the future for my personal and work life. It was interesting and thought-provoking.

Emma McColl

Senior Marketing Manager, BT Retail

Enormously personally beneficial....Appreciated most of the role play exercises and 1-1 coaching

Ali Ali-Abbas

Senior Finance Manager, BT Retail

Different, thought-provoking, fun.....I really enjoyed the programme. Days 1 and 2 had an immediate effect on me. Days 3 & 4 were \"slow burn,\" this was good because it has obviously got through to me on a sub-conscious level, I have been thinking about it a lot. Overall the programme reaffirmed for the importance of \"balance\" and \"speed\".

Andy Debbage

Commercial Operations Manager, BT Retail

Focussed, relevant and extremely good at forcing inward thinking.... Appreciated most the relevance to current working environments/pressures

Phil Rogers

National Operations