

The objective

To create productive business relationships at senior level for Shaw Trust.

The approach

To identify psychological factors affecting relationships through coaching, and use the findings to develop practical solutions to improve communication.

The business impact

Greater understanding and improved work performance leading to a 65% increase in productivity.



TLC's Coaching Improves Trust at UK-based Charity

Shaw Trust is a national organisation that helps disabled and disadvantaged people prepare for work, find jobs and live more independently. Through its coaching intervention, The Learning Curve (TLC) has contributed to Shaw Trust increasing its efficiency by 65% in one year alone – having a dramatic effect on the lives of the thousands of individuals that the organisation aims to help.

TLC's coaching enabled senior management to explore the habits, attitudes, beliefs, values and expectations that were undermining team collaboration. It also co-created practical solutions to the work-related challenges they faced on a daily basis. The coaching, and the increased efficiency it created, has led to 20,000 disadvantaged individuals achieving work placements compared to 13,000 the year before.

Operational Director Stuart Knowles says that this surge in productivity is thanks to the expertise of the TLC team. "TLC helped me to understand the underlying psychological factors that were standing in the way of establishing a progressive business relationship with another senior member of the organisation," he explains. "The TLC coach then worked with us both to set out practical, objective-driven business goals that addressed the issues at stake, with long-lasting effect."

The insight resulting from TLC's coaching has since led to Shaw Trust creating a new reporting system to benchmark achievement. This helps increase employee trust and allows the directors to allocate work more effectively. Output has dramatically improved, leading to the marked increase in work placements.

"In my opinion the number of people we've been able to help as a result of TLC's intervention is simply the best ROI we could ever wish for," says Stuart Knowles. "The coaching was so effective I could tell from the first session that my work life would change dramatically, and that the impact would filter out through the rest of the department. Better understanding and more effective communication has allowed us as a team to thrive, meaning we are more dynamic and focused than ever before."

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About TLC:

Established by directors Colin Newbold and Nicky Pharoah in 1991, TLC specialises in organisational talent development and helps to align individuals, teams, organisations and cultures behind the business strategy. The shifting economic landscape has forced our clients into organisational restructuring for cultural and commercial reasons and we're helping by up-skilling line managers. TLC is where shift happens...helping to shift organisations from where they are now to where they want to be. TLC shift workers (our facilitators and coaches) are operationally experienced leaders with a psychology background and expertise in organisational development. This enables them to diagnose and get to the root cause of the specific issues affecting both professional and business success, as well as equipping them to deal with any behaviour that comes up during the course of their delivery.

Specific deliverables include talent assessment and development; leadership, management and team development; culture change and change management; communication skills; sales development; individual and group coaching, while our online subsidiary offers organisational feedback tools such as 360 and employee engagement.

TLC are based in Tunbridge Wells and have worked with an impressive portfolio of clients ranging from well known brands to public sector organisations. Examples include Telefonica O2, E.ON, Southern Railway, Diageo, Catalyst Housing Ltd and Kent County Council.