

# TFK enables effective business re-alignment

## Client

Ento



### Industry

People development - deliver training and assessment, as well as Continuous Professional Development, to Assessors, Verifiers and Trainers working with NVQs and Careers Advisory Services throughout UK

### Age / History

Started in 1990

### Size

50 employees

### Founder and MD

Tony Green and David Morgan

### Think Feel Know Engagement

April 2009 to April 2010

"TFK has given our company an insight into how important communications are to the business, to their relationships with our customers and also in their personal lives. It will continue to be a key part in helping us develop the business at a strategic level."

DAVID MORGAN, DIRECTOR, JUNE 2010

## Challenge

David Morgan was increasingly finding the senior ENTO team were on different wavelengths when it came to communication, so their relationships were not as productive as they could have been. Their approach to managing the business was inclined to be silo'd and very operational.

### The coaching solution

To overcome this ENTO embarked on a project with Think Feel Know, who were able to use the TFK coaching approach to help the team gain a deeper understanding of how they each communicated and wanted to be communicated to. This could then be applied to the needs of running the business. The nature of the engagement has been team workshops plus personal coaching with the Directors and a number of key senior managers.

### Why TFK

When a group of people who have to make important business decisions operate together in such different ways it can seriously hold back the progression of the organisation. TFK could give ENTO a coaching experience centred on an honest and open review of their typical communication styles. Moreover it enabled a greater depth of shared understanding of the needs of the strategic development of the business.

## Results

### Commercial

- Created alignment, as previously the business had worked disparately, but TFK helped re-align the business under one strategy.
- Being able to offer a wider product choice to their client base, particularly in the CPD area.
- Adding value by providing TFK to their 'learning network' of about 6000 members.

### Cultural

- David was almost 50% knowing and so realised this wasn't in sync with most of his team, so now takes this into account to help encourage better relationships between all.
- David found the TFK approach so beneficial to communications between the senior team he decided to roll out TFK to the wider 50 members of the company.
- TFK is also being used in further developing relationships with its customers, ie by training their front-line sales staff and trainers.