

Effective communication saves time

Client

Sodexo Motivation Solutions



Industry

Employee Benefits and Rewards

Age / History

Started in 1976

Size

4,479 employees globally
90 in the UK

Managing Director

Iain McMath

Think Feel Know Engagement

2008 - to present

TFK has had such an impact that all of our employees have taken the indicator and the results have been integral in looking at how we function as a business and how we can improve communication to become better at what we do.

IAIN MCMATH, FEBRUARY 2011

Challenge

Whilst implementing a cultural strategy alongside their commercial strategy, it became clear that they needed to communicate more effectively as a management team and as a company. The senior team meetings were not delivering the outcomes they should have been. To do this more effectively, they had to understand the reasons why communication problems arose.

The coaching solution

Each individual completed the indicator prior to attending a series of workshops, which made them aware that individuals communicate differently depending on their predisposition. This allowed them to understand their own preferred styles of communication and also enable them to become more aware of another person's perspective, and to tailor their approach accordingly.

Why TFK

They needed a clear objective solution and TFK provided it by showing that the management team had very different communication preferences. Just knowing this meant they could be helped to understand how and why they each communicated as they did.

Results

Commercial

- Communication overall is clearer, faster, cleaner and more effective.
- Proposals are put into simple formats that can be viewed easily by all types with detailed information for "Thinkers" and summaries for "Knowers" etc.
- Everyone on the board gets documents in a format suited to their style which means meetings are shorter and decisions are made quicker and more accurately.

Cultural

- As cultural change is driven through the business, TFK is a key tool in achieving "buy-in" and employee engagement in the vision.
- Internal relationships have improved, as every member of staff can apply the framework to every day conversations. 