

# CASE STUDY

## Strengthening Individual & Collective Interaction



### Background



**Bacardi-Martini Limited** is a dynamic and successful company with an enviable portfolio of premium brands and is a leader in the UK spirits industry. They are a UK based company based in Winchester and one of the largest businesses within the global group of companies that form Bacardi Limited.

They have an enviable culture, where employees have genuine passion and the commitment, energy and skills to achieve the best possible results within their role.

Bacardi-Martini Ltd believe ongoing learning is essential to bringing out the best in their employees and maintaining a competitive edge and as a result they place a great deal of importance on training and personal development.

### Challenge

The Board at Bacardi-Martini Limited are a relatively new team who were keen to strengthen their working relationships and drive greater efficiencies through enhanced cohesiveness and collaboration.

With a real focus on strengthening the leadership capabilities of their senior executives and emerging talent within the organisation, it was seen to be critically important to 'get it right' at the very top level and so they enlisted the expertise of Aziz Corporate.



Allison Campbell, HR Director, commented:

*“We really wanted to become a more effective team and it became obvious, once I learned more about Aziz, that they were the right people to help us”*



## The Aziz Programme

Working in partnership we developed a bespoke programme that was designed to suit the exact needs of the group. The resultant programme focused on three central themes:

- Strategic Influencing
- Supporting the Strategic Agenda
- Developing the Relationship Agenda

*“Going into the programme it felt very tailored to us as a group”*

The aim of this intensive 2 day programme was to strengthen high performance team dynamics between the Board members, whilst equipping them with the tools to be more effective influencers.

This created an opportunity to:

- Build understanding and trust between the Board Members
- Explore how to construct communication to ensure greater receptivity to key messages
- Create stronger consistency between intent and behaviour

## Benefits

The programme began with a pre-call with an Aziz course facilitator, in order to establish target objectives and outcomes for the programme, and confirm the pre-work required by each delegate. The call involved:

- The review of past feedback/assessment received concerning their personal impact and influencing abilities
- The identification of 3 areas in which they would like to improve
- The agreement to a post-programme appointment with their line manager for review of their performance and progress
- The construction of a Sociogram (analyses personal level of rapport) of their business network

Allison Campbell said of these pre-calls:-

*“They are extremely useful. It set the content of the overall 2 days”*

With a combination of group work and 1-2-1 coaching, the programme delivered outputs associated with:

- Strengthening individual and collective interaction
- Improved resourcefulness to deploy appropriate skills to suit different situations
- Greater conviction and confidence to pursue and implement an agenda of change

Mike Birch, Sales Director commented:

*“I was blown away by Helga (one of the consultants), she was incredibly insightful and our 1-2-1 session within the group programme was very valuable to me”*

Additional feedback received included:

*“Since the programme I have seen the interaction and quality of our discussion improve significantly”*

*“The programme really helped us to explore the priorities we had to address both individually and as a team”*