THE METHOD.

CASE STUDY: PERSONAL IMPACT PERFORMANCE

CLIENT / CONTEXT

Brentford FC, a Premier League football club. 13 professionals from the wider commercial team.

THE CHALLENGE

The club was preparing to present an important new business case to internal and external stakeholders. The commercial team needed to communicate the new vision with confidence and impact, engage stakeholders at all levels and secure approval — while establishing a consistently high standard of communication across the team.

THE SOLUTION

THE METHOD created a Performance Programme to help the commercial team present the business case with greater confidence, impact and authority — projecting professional excellence in every stakeholder conversation.

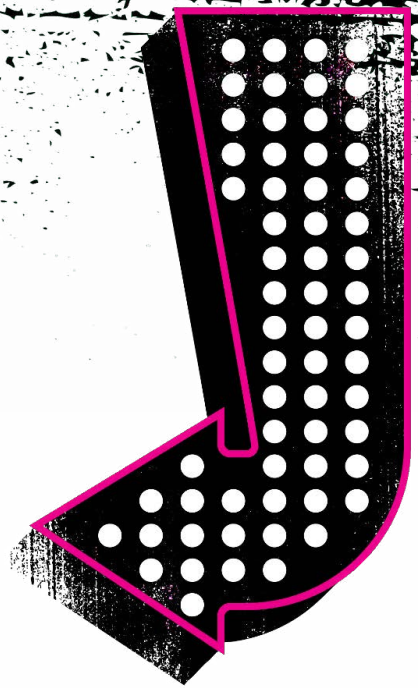
PERFORMANCE PROGRAMME

THE TOOLKIT: THE IMPACTFUL COMMUNICATOR

- One 180-minute TOOLKIT developed participants' ability to communicate with greater confidence and authority, make important messages more engaging and project greater gravitas and impact with stakeholders at all levels.

THE STUDIO: REHEARSAL LAB

- One 180-minute experience gave participants opportunities to practise their new behaviours in challenging communication situations and receive individual and group coaching and feedback to fine-tune their impact.



BUSINESS RESULTS

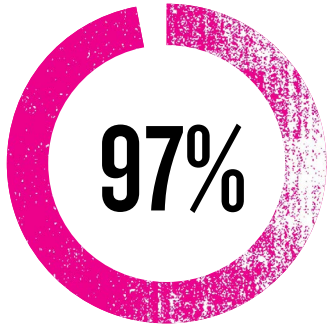
The new business case secured approval

The commercial team delivered the new business case with strong impact and secured approval for the new vision. The team also received overwhelmingly positive feedback from internal and external stakeholders. The programme also established a new standard for meetings within the organisation.

EXPERIENCE / ADVOCACY

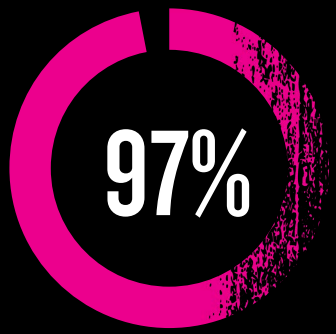


reported applying THE METHOD in real work situations.



identified immediate opportunities to use their new skills.

PROFESSIONAL PERFORMANCE



agreed they could now deliver more impactful and confident meetings and presentations.



agreed their on-the-job performance improved through the programme.



agreed they could show up in other important situations and take greater control of how they were perceived.

"Great experience. I would recommend it to any future colleagues. It really helped with finding confidence in what I previously found uncomfortable."

Creative Services Manager