

USING 'ACCREDITED COACHING' TO SUPPORT A JOURNEY OF CHANGE

A CASE STUDY WITH MPS

This case study was presented live on stage at the HR Directors Summit at the NIA in Birmingham.

The Background

MPS is a medical defence organisation, owned by its members. They support doctors and dentists in any regulatory and medical negligence claims that they might have against them. MPS has been established for about 125 years - but in the last four years it has seen more change than in its preceding 121 years. Notion's work with MPS began amidst this unprecedented level of change. Our challenge was to help MPS to introduce coaches into the organisation in a way that would help people thrive during large scale change programmes.

In The Words of MPS



Matt Hayward, Talent Development Business Partner, describes the journey MPS has been on:

Our journey with coaching started about 12 months ago. Change can bring about a lot of anxiety and you need a certain skill set to deal with that; we didn't necessarily have that skill set. We were still going through quite a few large scale change programmes and because of this we decided that we needed to put some coaches into the organisation.

We wanted to have coaches within the organisation to provide people with the support they needed to drive through the changes and to really help them get where they needed to go.

"Notion's course has been exceptional in its development of our coaches. Notion's approach to developing coaches has been the best I have come across. The quality of their support and materials is second to none and I wouldn't hesitate in recommending them to anybody who has an interest in developing themselves or others in their organisation."

"...one of the secondary benefits that came from Notion's 'Operational Coaching' model were the skills that these coaches took back into their normal roles."

We now have coaches who are solicitors, salespeople, medical recruiters...all types of people, at different levels throughout the organisation. That was a real success but one of the secondary benefits that came from Notion's 'Operational Coaching' model were the skills that these coaches took back into their normal roles."

Highlights:

- 600% Return on investment
- Integrating coaching into everyday operational settings
- Changing behaviours on a wide scale
- Introducing Accredited Internal Coaches to support the change programme
- Aligning coaching with strategic goals
- Enlisting nodal managers

What Delegates Have Said

" The course was invaluable. It was thought-provoking throughout and has changed my approach to dealing with difficult issues and encouraging change (and increased performance). *Technical and Quality Advisor* **"**

" This has probably been the most impactful and immediately usable programme I have completed. I have benefited from the development I have received and the impact on those that I coach is already having business benefits. *Head of Talent and Development* **"**

The Results

Just from the coaching skills that these people apply in their everyday role we have seen a massive return on investment-around 600%. That includes saving on litigation costs, new hire costs, and the speed and competence of new members being promoted. This got us thinking - how can we utilise coaching more to really drive our change programme in the organisation?

“ We have seen a massive return on investment-around 600%. ”

At this stage, we have defined 50% of that coaching resource specifically to enable people to drive change. One of the biggest blockers of change is people: whether that is the people going through the change or the people driving the change. By securing that 50% of resource we now have the ability to accelerate our

“ We now have the ability to accelerate our change programmes. ”

change programmes by spotting problems early and by giving a coach to managers that need additional help to unlock emotions, values or beliefs that might be blocking their ability to drive change.

That’s still in its infancy but we are already starting to see real benefits - especially for our managers who haven’t got any experience of managing or leading change - this is helping them to understand what they need to do.

click here to watch Matt tell the full story



Notion is a global expert in behaviour change. For more information about how we can help your organisation to build the capabilities it needs to navigate the complexity and uncertainty of change, visit us by [clicking here](http://www.businesscoaching.co.uk/Watch-Matt) (www.businesscoaching.co.uk/Watch-Matt) or call us for an informal chat on +44(0)1926 889 885.

What Delegates Have Said

“ More often than not the answer lies within us but we are not always capable of asking the right questions to help us identify the answer. This programme is a must for those who have the various capabilities but do not know how to identify those capabilities and strengths. My mindset has changed significantly since doing this course and it has laid the foundation to enable me to take ownership for the development of my future career prospects. I loved it. *Claims Manager* ”

“ The programme requires great commitment and rightly is very demanding but the change in my behaviour, new skills learnt and sense of achievement that I can help others toward achieving their potential is very rewarding and well worth it. ”

“ I feel from a personal development perspective, its one of the best programmes I’ve undertaken. ”

“ The 4 day Coaching Programme should be integral to all leadership development as it is a core competence that all leaders should attain. The programme through Notion is informative, challenging and fun. ”

“ Coaching has helped me to get others to articulate what they want in a supportive way which has meant my communication with others has dramatically improved. ”

“ I have noticed that people who I have coached in the moment are now asking questions in a different manner. They have already carried out some pre-thought themselves rather than just turning up and expecting to be given an answer. ”

“ “The quality of my conversations has improved and I feel that this has allowed others to move forward quicker than normal and they are seeing the benefits of these conversations as well as of coaching in general.” ”

“ No matter how many courses you have attended in the past, you will find this one the most useful. ”