

## Team Coaching: Media Agency

### AT A GLANCE

- Lego Serious Play
- Coaching
- C-Me
- Learning Journey

### CHALLENGE

We were engaged by a multi-award-winning media agency, who constantly strive to do better. They got in touch with us to help work with their team to build a business development culture to make sure that they continually deliver for their clients.

Our client strives to be a trusted advisor to their clients and provide a service that exceeds expectations.

They wanted us to focus on how their team could continue to strengthen relationships with clients and help them be seen as a professional services firm, rather than an agency.

### WHAT WE DID

Client Talk created a six month learning journey for our client. Mindful of their objectives and budget, we created a journey that combined training, coaching and self-reflection. We sought to create learning groups that could be a constant source of support and which would serve as a way to increase return on investment, through peer learning and reflection.



We wanted participants to come away with a deeper understanding of the following:

- **Influence** – what it means and how it can be used with clients and teams
- **Trust** – what it really means to be a trusted advisor and how can this lead to deeper relationships
- **Leadership** – increased self-awareness of leadership styles and what this means for client relationships

The programme started with a full-day session which involved bringing the whole team together for a Lego® Serious Play® session and C-Me workshop. This built the foundations for the programme and helped the team to create communication charters. It also started to shape a deeper understanding of colleagues and introduced self-awareness as a focus.

We then embarked on a programme, which saw us deliver shorter peer level workshops. These were a combination of skills based learning and coaching. We were focused on achieving our client's objectives, as well as developing an enhanced culture of learning.

## RESULTS

Participants reported having increased self awareness at the end of the programme. They also saw a collective understanding of what it means to be a trusted advisor and how to develop the skills to deliver for their clients.



WHEN PARTICIPANTS  
WERE ASKED "WHAT  
DID WE DO WELL?"  
THEY SAID.....

*Brought our senior team  
closer and empowered us*

*Flexibility of our sessions  
really useful*

*Getting our peer group  
together and creating a  
space where we feel  
supported by our peers.*

*Developing internal  
relationships.*

*Made it interesting so  
everyone takes part and  
gets something out of it.  
Lego definitely helps.*