

The Brief . . .

A pioneer of 'street furniture', JCDecaux is Europe's number one outdoor advertising business.

The brief was simple; the media sector had grown quickly and was maturing fast; as a result JCDecaux, found themselves with a substantial but relatively inexperienced cohort of people managers.

Our Approach . . .

Headed up by Paul Neville, we embarked on a programme of training, 1:1 coaching and specific development activities to develop the 70+ UK based directors and managers.

The management development work included four to six innovatively delivered training days interspersed with 1:1 coaching aimed at embedding the learning. The training focused on developing strong working relationships, delivering difficult feedback, holding people accountable and developing people.

The Results . . .

Strong, measurable results were achieved, which included. . .

- Knowledge and confidence in handling difficult performance conversations up by 78%
- People managers feeling they are 65% more able to manage people effectively
- 100% of people managers saying the programme has improved their overall capability to manage

These highlights were drawn from extensive 'before and after' 1:1 interviews with 30% of the target audience. People managers gained significant measurable performance improvement from individuals within their teams as well as improving their own performance and developing better working relationships with peers and their own boss.