



**COLOURED SQUARE®**

## CURRENT CLIENT LIST



The **co-operative**

**Daily Mail**

John laing  
making infrastructure happen



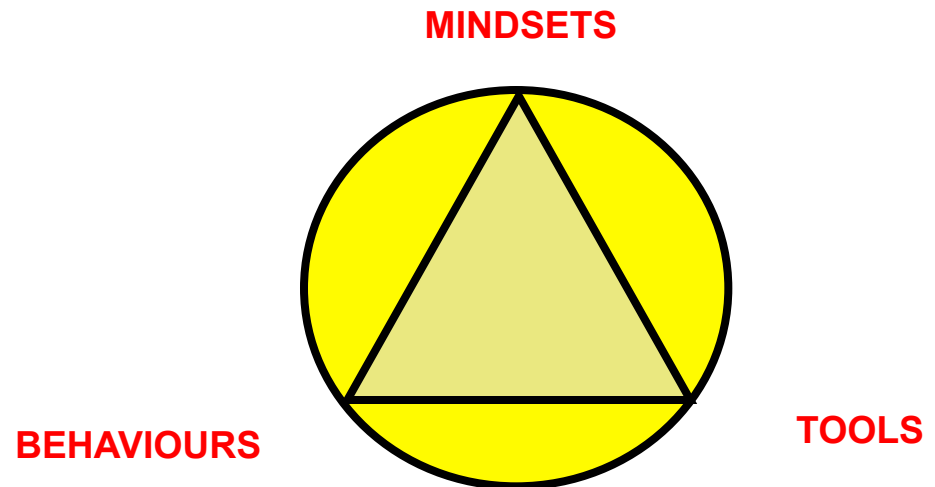
**SCREWFIX**



# WE MAKE CHANGE HAPPEN...

1. ***We attack attitudes first*** ...and throughout, to change the way people think about themselves, their role & their business
2. We find ways to ***insist that people try new behaviours*** (while they're with us) – doing real pieces of work
3. We get people to learn ***simple, memorable processes*** to guide their thinking & behaviours

We inject pace, energy  
& confidence into the  
people we work with



# THE COLOURED SQUARE LEARNING SYSTEM

*Since 2000 - integrating approaches from Accelerated Learning, NLP, Thinking Skills. Also, Through listening to speakers, a wealth of research into Management, Leadership, Sales & Strategy, and our own experience*

Attacking attitudes first...

From

To

Strong rapport, then high challenge

Getting one-up managers on our team early

Delivering to more than one 'audience' at a time

Being the material – we only teach what we do ourselves

1:1 coaching & on-job development between workshops for key people

Continual repetition & linkage of the core ideas to drive lasting behaviour change



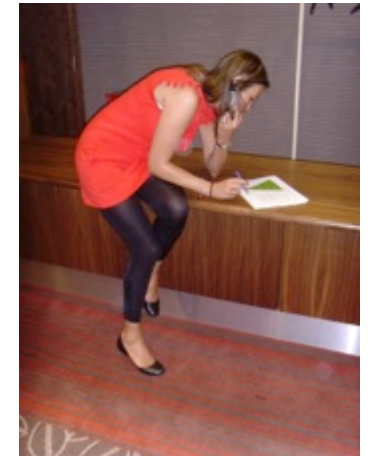
Chunking, layering & peripheral learning

Unconventional, but powerful dvd clips

Encoding everything

Real play - not role play

Insisting people try new behaviours immediately



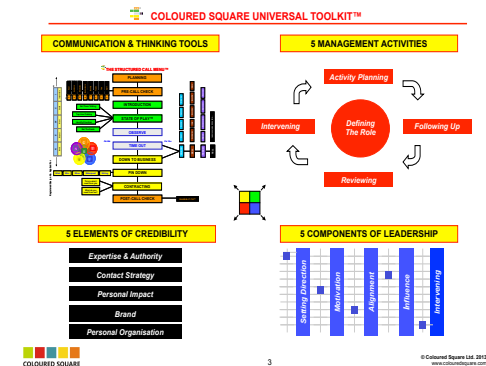
# OUR CLIENTS BUY US BECAUSE...

## 1. Of our practical expertise in...

- Management, leadership, sales, field management, training & design, coaching & stakeholder management
- Team Development

## 2. The results we achieve, and the RoI we generate...

- Financial & non-financial



## 3. Our 'Universal Toolkit™' of common sense ideas makes things easier for people...

- Makes sense of their organisation's standards, processes, language & values - making it all 'hang together'
- Guides their people's thinking and behaviours on how they can be themselves, but with more skill
- Helps people drive confidence, clarity and capability in themselves and others

## WE DON'T DO ...

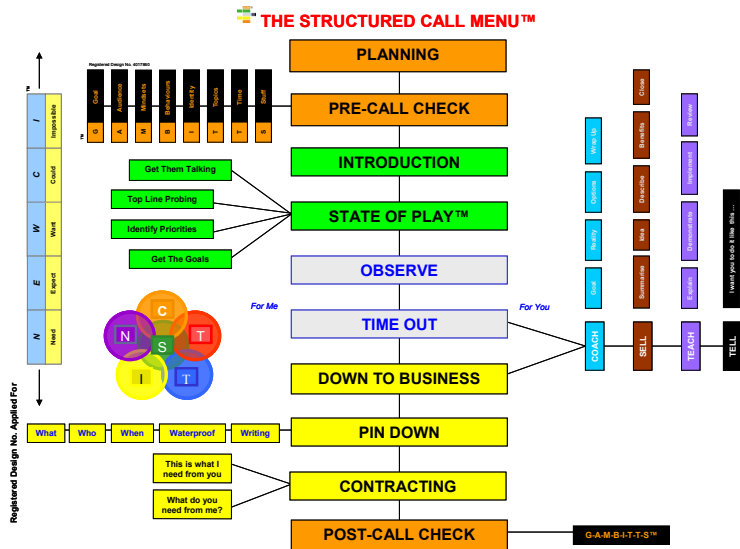


## WE DO ...

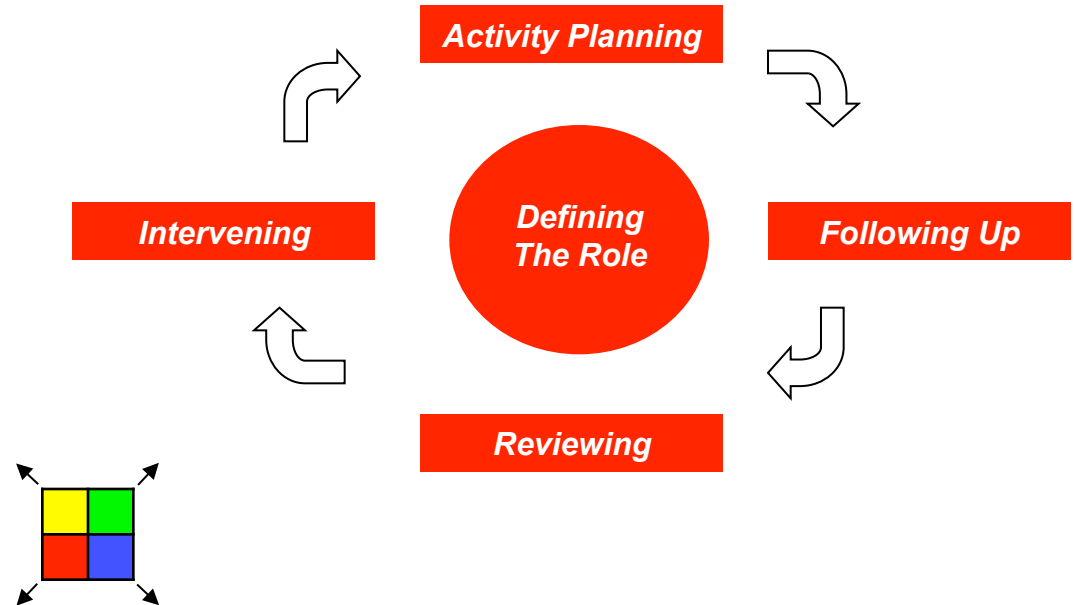


- Pre-investigation to understand context, language & mindsets
- Big vibrant rooms with no tables – ‘fully dressed’ with all programme ideas at the start
- 2 of us working as a team to intensify the training & to provide personalised 1:1 development
- Delegates using the tools immediately – doing ‘real plays’ and making ‘live’ phone calls
- People moving about, making links between all the ideas & working on their own challenges
- Core repeated every workshop – they never go away – we constantly layer & build depth
- Line managers in the same workshop, learning the same material – *but also ‘on our team’*
- Easy to complete self directed learning & manager briefs between workshops
- A mix of on-job observation & development, and off-job 1:1 coaching for targeted people

## COMMUNICATION & THINKING TOOLS



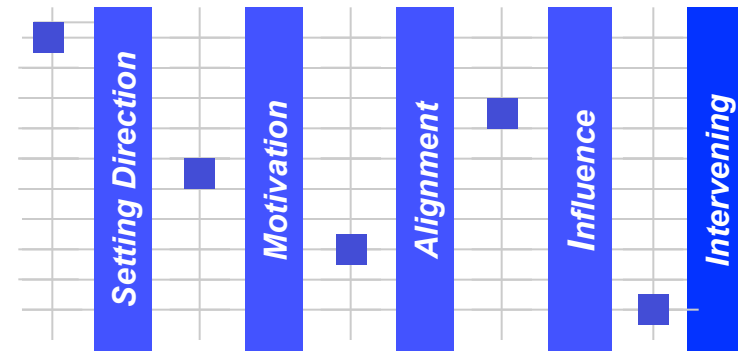
## 5 MANAGEMENT ACTIVITIES



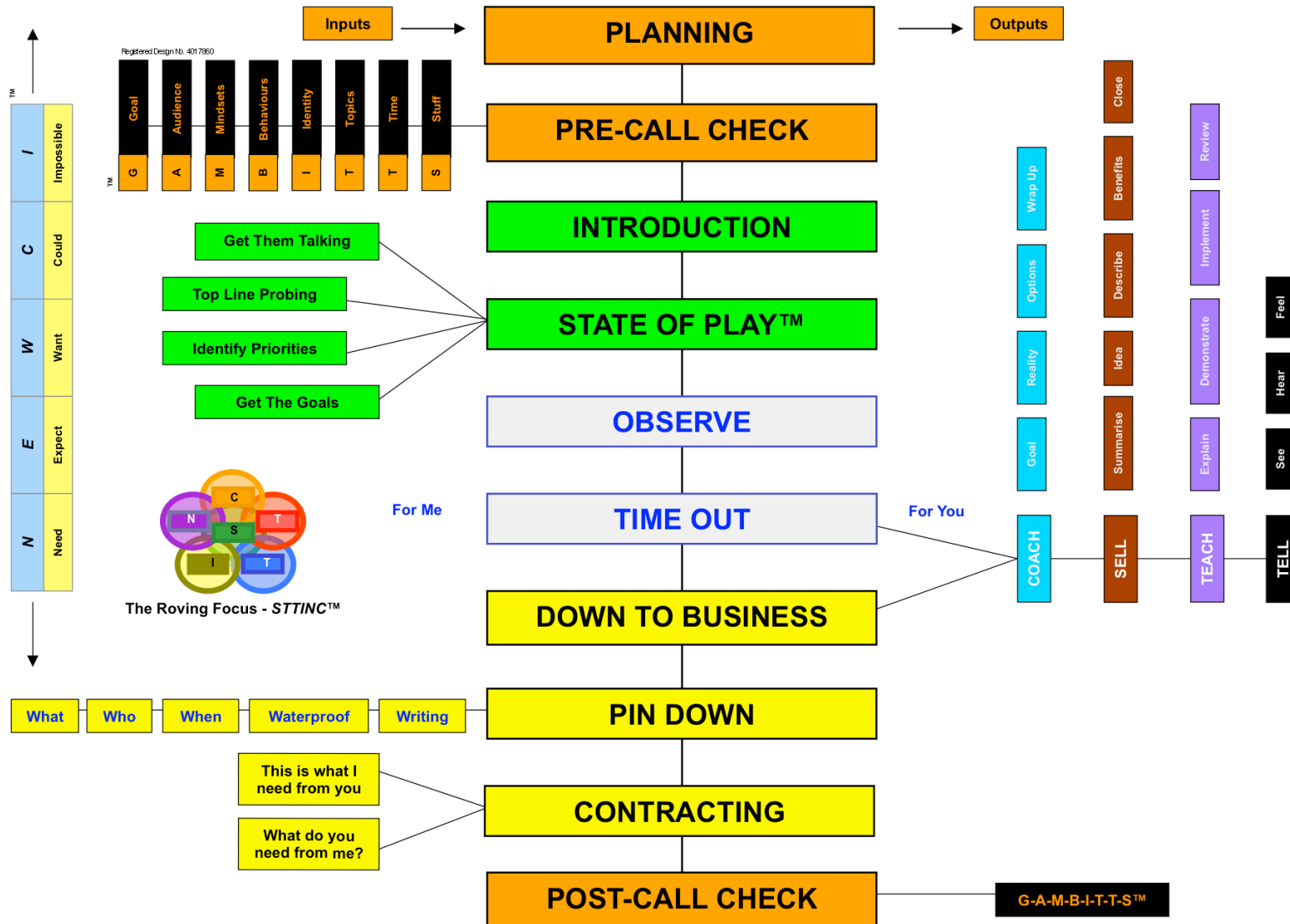
## 5 ELEMENTS OF CREDIBILITY



## 5 COMPONENTS OF LEADERSHIP



# COMMUNICATION & THINKING TOOLS



Registered Design No. 4018982



## 5 MANAGEMENT ACTIVITIES



### **Defining The Role**

*Communicating consistently what your role is & isn't (in less than 30 words) and do the same for the roles of your direct reports*

### **Activity Planning**

*Regularly checking with people to agree whether recorded actions have been completed on time & to standard, and if not, to clearly understand context*

### **Following Up**

*Helping people plan out key chunks of activity required from them for the next operational period*

### **Reviewing**

*Making sure your team always know where they stand regarding their performance*

### **Intervening**

*Taking deliberate approaches to improve people's performance, by helping them to make changes to the way they're working – right now – in the moment*

# 5 COMPONENTS OF LEADERSHIP

## Setting Direction

*Giving people strong, impactful instruction about where your business is going, the key themes and areas you want them to focus on*

## Alignment

*Consciously planning activities to create alliances in & around your business... groups of influential people who support the direction in which you're driving things*

## Motivation

*Treating different members of your team differently enough, turning the classic ideas of motivation into easy to use filters for identifying what individuals want & need from you*

## Influence

*Continually looking for different ways of putting across key messages in a way which affects the thinking & behaviours of others*

## Intervening

*Knowing how to take deliberate steps to prepare people for the direction of future business; to build their confidence & capability – and help them unlock their full potential*



# 5 ELEMENTS OF CREDIBILITY

## ***Expertise & Authority***

*Being clear about your own core operating principles – how you work with people and operate your business*

## ***Contact Strategy***

*Strategically maintaining relationships throughout your business and beyond*

## ***Personal Impact***

*Knowing how to vary your behaviours so that you affect your impact on others*



## ***Personal Organisation***

*Regularly upgrading your system of personal organisation to help you avoid complacency and autopilot*

## ***Brand***

*Being clear enough about what you stand for - what sets you apart from others*

# EVALUATION CASE STUDY (Customer Services)

ACTIVITIES			RESULTS		
FL'S	<ul style="list-style-type: none"> <li>• 2nd workshop</li> <li>• Onsite Directed Coaching</li> <li>• 3rd Workshop</li> <li>• Self Directed Learning</li> </ul>		<p>'Coloured Square material improves performance more than anything else'</p>	<p><b>Division A – sustained productivity</b> 400 to 500 cases per day 'if money was no object, I'd have you here 16 days a year'</p>	<p><b>'I've doubled my productivity in 24 hours just by using Coloured Square material'</b></p>
			<p><b>Site A – productivity increased by 65%</b> 'I've been managing people for 30 years but until Coloured Square I didn't have the actual tools to do the job'</p>	<p>'10 out of 10. I've got so many fresh ideas to run my huddles – I'm really motivated and confident'</p>	<p><b>Site B – TWT from below 50% to 62%</b> 'I love it when CSL are in – I know we are going to have an outstanding day'</p>
FLM'S	<ul style="list-style-type: none"> <li>• Huddles Masterclass</li> <li>• Self Directed Learning</li> </ul>		<p><b>Site C – productivity increased by 103%</b> 'This day has been our best performance in history'</p>	<p>'With Coloured Square, I'm much clearer on how I manage my business'</p>	<p><b>Site D – productivity increased by 38%</b> 'we didn't realise you were coming &amp; so we didn't set up the day – look how amazing the results are.'</p>
			<p>• 121 Coaching</p> <ul style="list-style-type: none"> <li>• Person A</li> <li>• Person B</li> <li>• Person C</li> <li>• Person D</li> </ul>		
NEW HEADS OF			<p>'I'm a big fan of The Roving Focus™ &amp; The Seven Deadly Sins™ – on the ground it brings in results'</p>	<p>'STTING™ gives us a much better way of bringing in results without always talking about the numbers in a dull and repetitive way'</p>	<p>'You've smashed mindsets and proved we can lift performance. <b>As a result, we are approx 30% more productive. We're closing 100 cases more per day and are saving 20 FTE (650k) per year.</b> You've revolutionised how we do business.'</p>
DIVISION	<ul style="list-style-type: none"> <li>• The Roving Focus™ Workshop</li> <li>• The Roving Focus™ Onsite Coaching</li> </ul>		<p>'I'd have you here every week if I could'</p>	<p>'Our performance this year has been outstanding and CSL has contributed massively to us getting the results we have'</p>	<p>'Onsite activities work best – that's when you really up skill the team'</p>

# FEEDBACK

Coloured Square have revolutionised how we do business round here. We are more deliberate and more structured. You've smashed mindsets and lifted performance  
*Head Of – Oct 2012*

I have been managing people for 30 years but until Coloured Square, I didn't have the actual tools to do the job. Its so exciting to still be learning and developing  
*Senior Supervisor – Nov 2012*

They're the best at what they do in field management, training design & training in the UK  
*Exec Director Resourcing, Talent, Leadership & Learning*

I particularly like how we can use the material to still get the performance we want without bashing people purely on the numbers.  
*Senior Supervisor -Sept 2012*

The development I've had is energising, fun and stretching. You've made me a much better manager  
*Senior Supervisor -Sept 2012*

I cannot imagine other people being as good as you are in making it relevant to the business. It's so tangible – there's nothing in the workbook that's not relevant  
*Head Of – Nov 2012*

I'm a big fan. On the ground, you bring in the results. You work in the moment and change things when they need changing. You've up skilled us – we're more dynamic and able to have difficult conversations.  
*Senior Supervisor -Sept 2012*

It's nothing new – I've heard most of it before – but nobody's ever helped me understand it like that before – now I know what to do  
*Operations Director*

You are both very talented guys with a great product and superb delivery  
*Trainer - January 2013*

Our work with you has enabled us to bring an operational methodology into our business that I could only have dreamt of 18 months ago  
*Head of L&D*

What an amazing day. We've got outstanding results from working with you on site  
*Senior Supervisor -Sept 2012*

Blows your socks off! Full throttle material which really tests & pushes your abilities  
*Trainer*

Challenging, thought provoking, exhausting, detailed  
*Local Director*

What they provide is Structured Common Sense  
*HR Director*

We've found a great system that works. I love it, the HR Director loves it & the Area Managers love it. We don't want to move away from it  
*Operations Director*

- ***Coloured Square creates change and drives results.*** We energise, motivate & build confidence. We provoke powerful new mindsets, generate new behaviours and embed a range of easy to use, common sense tools
- 15 years experience of designing & delivering customised programmes with many major blue-chip clients
- Expertise in field management, leadership, selling, stakeholder management, trainer training, team development
- We help people be clearer, more confident & more capable - irrespective of department or role
- We work programmatically, with a powerful combination of Training, Coaching & Mentoring
- Our learning system gets clear financial and non-financial results, combining key elements of leading theory, thinking skills, NLP, Accelerated Learning and lots of practical experience
- One client said recently:

***‘You’ve revolutionised my business. On the ground, Coloured Square brings in the results. You work in the moment and change things when you need to. You’ve given us a common language and up-skilled us. You’ve proved we can lift performance even more.’***



