



CASE STUDY - Triumphant Events

“After finishing the one day Talent Dynamics workshop in December, we calculated, that as a result, we could add a six figure sum to our bottom line within 6 months and we are on track to achieving this. The team now have a shared language that really adds to the performance of our dynamic, fast-paced environment.”

Marcus Ubl General Manager Triumphant Events

WHY WE WERE ASKED TO WORK WITH TRIUMPHANT EVENTS

Triumphant Events, one of the UK's leading Entrepreneur training companies specialising in working with Entrepreneurs to create substantial ROI's through their high impact, intensive development programmes. Incredibly Creative as a team and with very dynamic leadership, this team were never short of ideas to generate additional revenues but they were keen to find a way to become more focused and grow at an even faster rate.

WHAT WE DID

The Triumphant Events team completed Step One on the Talent Dynamics Pathway – a one-day programme called Understanding Primary Purpose.

Individuals received their personal Talent Dynamics Profile Reports and began to understand the best way to create value within their team and how to leverage that value with each other. They started to have some real 'aha' moments about where individuals were most in and out of flow and how this could be impacting both their results and the level of motivation in the team .

We took the team through our unique process for creating scalable ideas 'Rapid Flow' and showed them how to turn these ideas into clear and focused accountabilities. Ideas that were aimed at growing lead generation and sales. The programme created situations that allowed participants - both as individuals and as a team - to experience together, flow, in a very empowering way.

WHOM WE WORKED WITH IN THE ENTERPRISE

The leadership and operational team UK

PROGRAMME TIMINGS

One day programme.

HOW THE PROGRAMME HAS IMPACTED

The main impact of the programme, has been the way in which the team are now better able to leverage the incredible value they were already delivering. This is the key to impacting revenue and profit. They have really prioritised their focus and have individuals with clear accountabilities, motivated to deliver.

Ideas for revenue generation were already happening through the leadership team and so the programme empowered all levels in the company to get involved in this and to feel more cohesively connected to the organisation.

6 months ahead of their original schedule, their signature programme KPI Accelerator (Key Person of Influence) is being launched internationally into Australia and negotiations are currently under way for a 3rd country.

A tremendous amount of promotional content has been created and launched through YouTube and other means, which is having significant impact on both lead generation and also conversion rates – clients watching the content are attending sales meetings already having made a decision and interested in specific questions. The online KPI videos have had over 11,000 views to date.

The Sales process and lead to conversion time has sped up following intensive focus and additional training support. The sales team feel more empowered and confident in their roles and clear about their accountabilities within this.

Powerful products, manuals and speaker cards have been created for the KPI programme, which has dramatically, further increased the value of this programme.

Overall, the team are operating at a significantly higher level of performance than they were in December. They are motivated, excited and connected.