



CASE STUDY

USP Creative

“Talent Dynamics is just brilliant! We made a great investment in running a 2-hour Taster Session for the team. It’s been the most rewarding profile tool we have ever used and it makes the most sense. We will continue to reap the benefits of the session for a long time to come...”

Jan Peters Managing Director USP Creative

WHY WE RAN A TASTER SESSION WITH USP CREATIVE

USP Creative based in Liverpool is a leading creative communications consultancy. Jan knew that people were just not in flow – she knew this instinctively but didn’t understand the process for measuring how much they were out of flow, what impact it was having on sales and productivity and how to get them back into flow.

They had some significant clients on their books and were busy in comparison to other agencies at the time yet they knew they could do much more and that their people could have more fun!

WHAT WE DID

We ran our 2 hour ‘Taster Session’

During this session, the whole team 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. The team started to have some real ‘aha’ moments about why certain relationships in the team were inhibiting performance.

After the session, everyone had an enhanced understanding of their own Profile and when and how they could be in flow, as well as the role of others in the team and each of their flow patterns.

WHOM WE WORKED WITH IN THE ENTERPRISE

The entire operational team at USP

PROGRAMME TIMINGS

2 Hours

HOW THE PROGRAMME HAS IMPACTED

6 months since the Taster Session:

Everyone’s roles and accountabilities have been re-analysed and people have been put into roles designed specifically to increase levels of trust and flow. New roles were created to improve this process using the profiles.

Communication is much improved and trust in each other has increased greatly. Jan has seen a direct correlation between how individuals in the team feel when they are more in flow and the positive impact on sales.

There is an overall feeling of optimism in the office. People are now really enjoying their work. The environment has greatly improved and the team is far more relaxed and happy.

This has all resulted in greater productivity and workflow. Jobs progress to invoice stage much faster and more effectively than before thereby increasing cashflow and profit.