

C-me helps innovation leader WRc develop its greatest resource



“Our people are our greatest resource and the most important building block for commercial success. Everything we do is founded on attracting exceptional people and implementing a programme of continuous leadership, professional and commercial development.” Frances Smith, HR Director WRc plc

About WRc

WRc is an Independent Centre of Excellence for Innovation and Growth operating across different sectors including Water, Environment, Gas and Resource Management. Our clients include regulators, water and gas utility companies, governmental organisations, NGOs, trade organisations, industrial manufacturers and waste management companies.

Building on a legacy in the international water and environment sector stretching back over 90 years, combined with the knowledge of approximately 150 staff based in Swindon, we bring a shared purpose of discovering and delivering new and exciting solutions that enable our clients to meet the challenges of the future.

At WRc, we strive to be established innovation leaders and every innovation is underpinned by technical expertise.

The Challenge

WRc is currently on a growth trajectory and in order to achieve our aspirations we have started to focus on greater team development and enhanced leadership skills within the business.

C-me colour profiling has been used for a number of years as a development tool for the most senior team within the organisation and it was recognised that this could be a powerful tool if applied more widely across the business to help us get the best out of our biggest asset – our people.

The Solution

Working together with C-me, a workshop programme was developed to include everyone within WRC from the top down to help us all understand at an individual level how we can bring the best of who we are to the business.

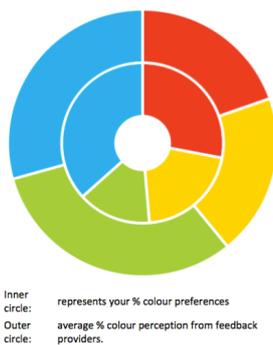
The objectives were around how we work as teams in terms of communication, learning to work together more effectively and valuing one another's contribution to the business. C-me would also allow us to introduce a shared language for discussing behaviours and articulating what good company behaviour and culture looks like.

As part of this programme the use of the C-me 360 tool was also introduced to help the most senior team fully understand how they are viewed by their peers in terms of behavioural styles and ways of working.

The 360 Report provided the benefit of looking at each person's likely behaviour from up to 8 different perspectives. The results were enlightening and are being acted on to improve communication across the business

HOW OTHERS PERCEIVE US

Preferences vs Perception



The Results

As part of the workshops, leaders were asked to score the organisation before and then again after the C-me session against some key questions. The results were used to monitor the impact of the

programme and also help define phase 2 in the coming year.

What our people said...

Question	% Increase in Scores After C-me Session
Increased self-awareness in participants of natural strengths and areas for development	74% increase
More effective communication internally and externally	54% increase
Ability to get the best from team members	43% increase
Powerful use of profiles for recruitment and team formation	106% increase
Effective use of profiles in appraisals	150% increase

The Future

Plans are already in place to continue working with the C-me team going forward, building on the foundation work that has been done this year.

It has helped improve communication across teams and is being used extensively in the setting up of our agile project teams to ensure there is a balance within the different teams.

It has become an embedded tool that is referred to during our Performance Management sessions, helping us to have better conversations with a shared common language to talk about behaviour and communication styles.

It is also used widely as a recruitment tool aiding the decision making to help us source the right people to help us drive our business forward. The Sales profiling report has particularly become an established tool in the recruitment of our Business Development Teams.