

# Company Overview 2009



# contents

collaborative .....	1
what we do.....	2
core services .....	3
linked services .....	4
coaching the true north way .....	5
NOA Pathway .....	7
our clients.....	8
contact true north .....	9

## collaborative

A unique training and coaching organisation, True North was founded in 2001 – and has been built on a shared passion for working with those individuals, teams and organisations who aspire to make a real difference through the development of people.

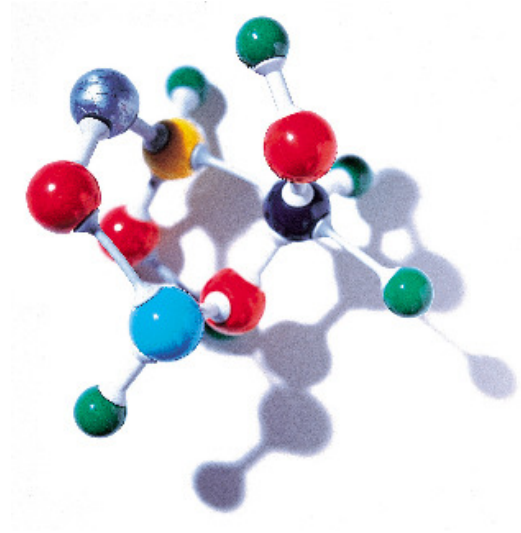
True North has developed by working closely with, and responding imaginatively to, the needs of its clients. This interaction is one of the many great things about working with True North.

Because we value highly our customers' input, we ensure that we have feedback processes to provide them with opportunities to influence and focus our solutions.

We don't impose or predetermine solutions. We arrive at targeted programmes by working closely with customers to fully understand their needs. We make a point of investing time with our clients up front to ensure that we get the programme design absolutely right. We also work hard to ensure that the programme is linked with business goals and challenges and that it will deliver add value to the business and a return on the investment in the programme.

Our team of trainers and coaches are some of the best in the UK, and we take great care in maintaining the quality of training delivery that our clients have a right to expect – at whatever level in the organisation we are working at from junior staff to senior management.

This ethos is present in our every action. When working with organisations, teams and individuals, we don't dictate – we collaborate. We get people involved and ensure, at every encounter, that communication flows both ways. By putting people at the centre of the learning process, we ensure that all of our efforts support the real needs of our customers.



## what we do

In simple terms True North provides coaching, consulting, training and professional development - those are our services. But what we do *for* our customers is something more entirely.

We deploy our services to develop skills within organisations - with the goal of making them significantly more effective. We're practical and results-orientated - working with customers to identify the limiters within their organisation and then develop programmes which address them.

But we're not just about fixing issues. We help people, teams and organisations to build the skills needed to sustain a more successful business.

This often means taking people out of their comfort zones and into an entirely new way of working. This might happen at an individual level and changing just one person and impacting on the people they interact with – or it might happen at a team level and have greater impact or it can happen at an organisational level and effect the whole business.

What we do then is to help organisations to change to meet the demands of their environment.

We have a good track record. We've helped organisations to implement efficient sales and marketing models - and then to reap the rewards, via significantly increased sales. We've helped companies to offer far better customer service. We've helped sales teams to move to real solution-selling skills - enabling them to meet their customers' real needs. We've helped individuals and teams to work together better - and become dramatically more effective as a result. We've helped new managers and directors broaden their skills to fulfil their role more successfully. We've helped people to become more confident and to better delegate.

We've done all this - and more - for companies large and small.

What can we do for you? What are the challenges, obstacles and issues facing your organisation right now? How successful could you be if they were removed or their impact minimised? That's what we can do for you.



## core services

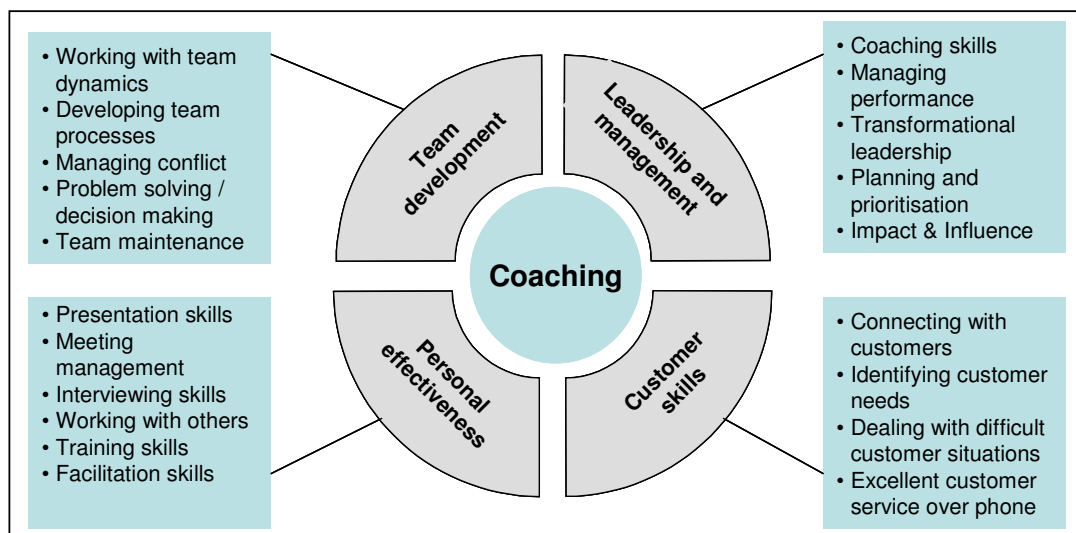
Over many years we have developed a wide range of core development programmes covering many different topics. We have identified approaches, exercises and styles that work well. We have captured these services as ‘core services, which we then tailor according to the specific needs of our clients.

The tailored core programmes we have found will meet most needs, particularly as they are delivered by highly skilled trainers and coaches who ensure that the material is moulded to the particular needs of the group on the day.

This means that we are able to offer a range of programmes, which we can tailor to your needs very quickly, and in most instances with little if any cost of design. We only charge for design when there is a large-scale change needed to our core services.

Core services can of course but brought together to form larger programmes of development and change within organisations.

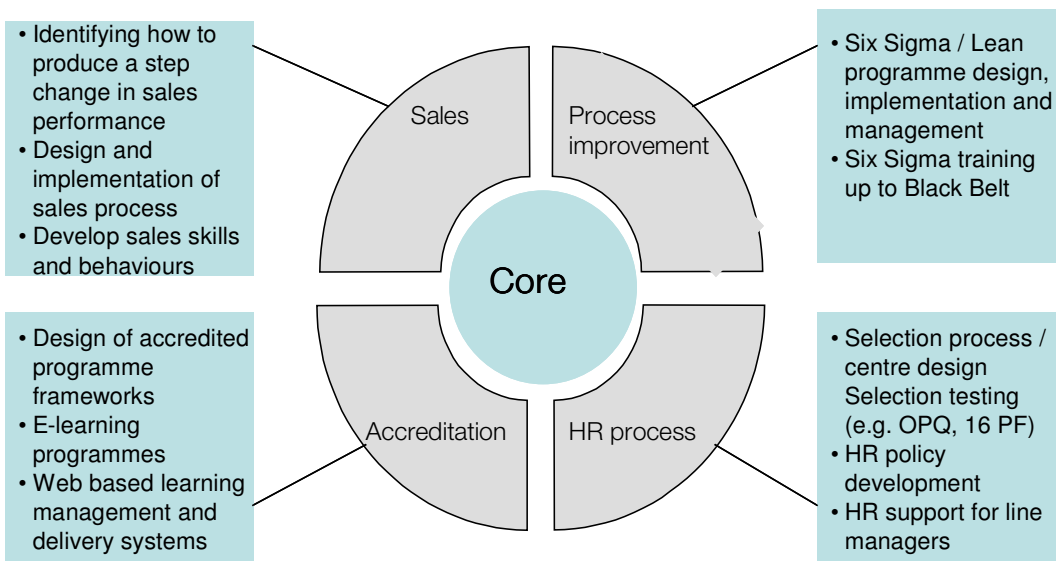
At the heart of all of our programmes reflecting our collaborative approach is coaching. Whether we are working with an individual or with groups our trainers and facilitators will be using a coaching approach that encourages people to find their own solutions and to be committed to change and personal growth.



# linked services

We are committed to ensuring that our clients receive expert support for their business. From time to time clients needs extend beyond our core services and to deal with these situations we have established a number of strategic partnerships with organisations that share our learning philosophies and have the required level of specialised expertise to support our clients in the way that we support them through out core services.

The diagram below shows the range of support that we are able to provide.



# coaching the true north way

Coaching is at the heart of what we do for individuals, teams and organisations. Coaching can be effectively deployed in a wide variety of situations in today's business world including:

- Helping individuals and teams break through performance barriers
- Career management
- Harnessing the talents of people within organisations to contribute to and implement challenging business plans

Common wisdom often categorises coaching as a tool for training, remedy or correction; some suggest coaching is little more than training in how to deal with emotional problems and relationships. Whilst we recognise that coaching is useful for all these things, our focus is on coaching to help individuals and therefore teams and organisations develop effective behaviours that lead to outstanding results.

When we at True North talk about coaching we mean **coaching as a mechanism for improving performance**. The focus is on the individual and their goals. Coaching helps individuals get a 'feel' for how they can best achieve and align their personal goals with those of their team and organisation. Coaching identifies and develops practical solutions and approaches that will make a difference.

## **Client need determines the situations and context for the coaching interventions**

If you are expecting to be 'told' what to do then you are in for a big surprise with True North. We start from the premise that your organisation and the people within it already have invaluable experience, skills and knowledge that could be used to achieve greater performance. We focus on the practical realities, the behaviours and the actual and desired results that you and your organisation aspire to. We are effective in helping people identify winning strategies, develop successful behaviours and implement the right activities.

Our approach to coaching leaves a legacy. It is by nature empowering & sustainable, those being coached are encouraged to develop their ability to self-coach and improve their own performance even when the coach is not present.

## **What's in it for you?**

The benefits most often expressed from those experiencing True North coaching include:

- Performance improvement
- Personal development

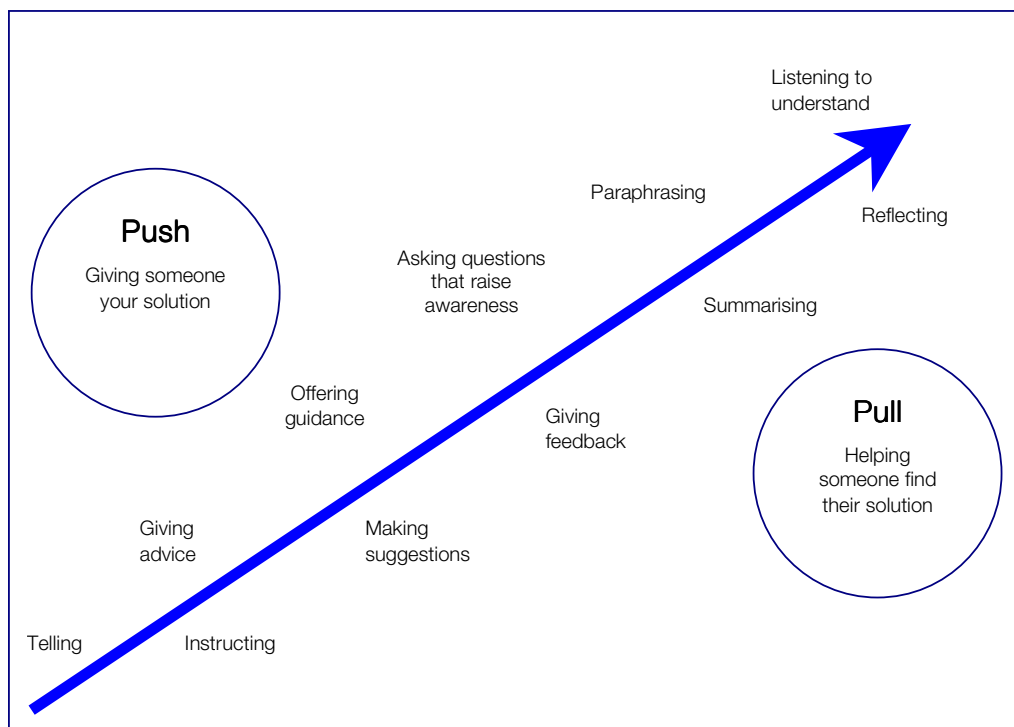
- Support organisational change more effectively (be part of the solution, not part of the problem)
- Opportunity to step back, reflect and focus on goals
- Receiving feedback on behaviours and beliefs
- Being listened to
- Having access to others' skills and experience

With coaching, much like most other things in life, what you get out will depend on what you put in! It's reasonable to expect a change in your behaviours and activities from the very first intervention if you are committed to making an improvement.

Whilst the coaches selected to work with each client are selected primarily on their coaching skills; we also strive to match on chemistry, the likely ability to get on with those within your organisation, and thirdly, where a degree of mentoring may be required, we seek to match on domain experience and skills.

The diagram below illustrates the range of typical development interactions. True North coaching typically focuses very much at the top of the spectrum, although when mentoring we will often operate in the centre.

**spectrum of interaction**



*Myles Downey*

# NOA Pathway

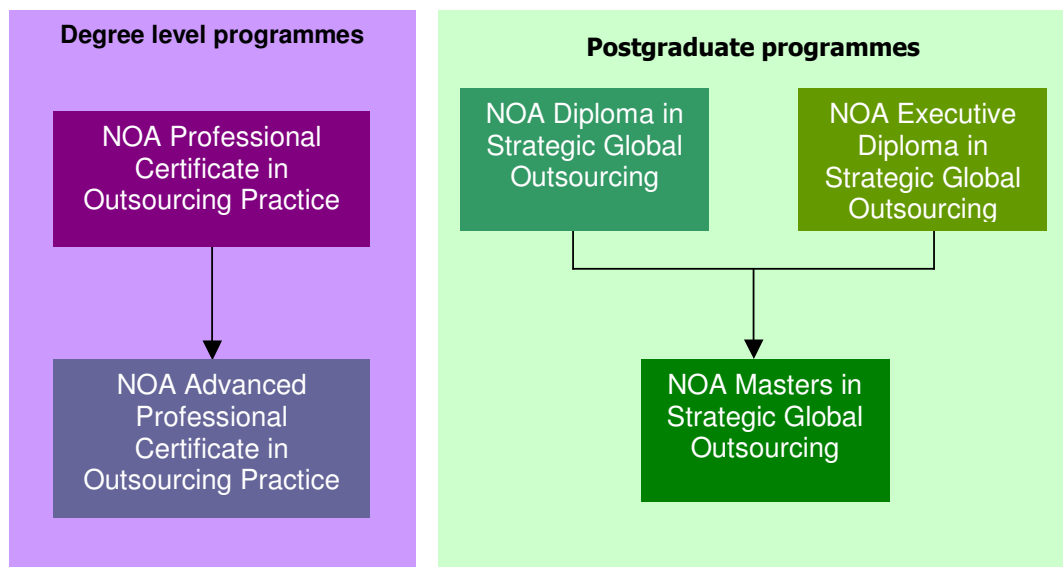
True North were chosen by the National Outsourcing Association ([www.noa.co.uk](http://www.noa.co.uk)) to design and deliver an accredited professional development programme for outsourcing professionals.

The NOA has endorsed a range of programmes to provide a structure for the professional development of today's outsourcing professionals. The NOA Qualifications Pathway for professional development contains the following awards:

- Professional Certificate in Outsourcing Practice
- Advanced Professional Certificate in Outsourcing Practice
- Diploma in Strategic Global Outsourcing
- Executive Diploma in Strategic Global Outsourcing
- Masters in Strategic Outsourcing

These qualifications are awarded by Middlesex University; one of the UK's leading work-based academic institutions. The Professional Certificate and the Advanced Certificate are both undergraduate level programmes and the Diploma is accredited at post-graduate (masters degree) level. The diagram below shows the progression through the awards, and also the component elements of each award.

## Awards



## our clients

We have worked with a range of organisations in a variety of ways and with different levels from junior staff through to Board members. Our clients represent a wide range of sectors both profit and not-for-profit including:

financial services, manufacturing, telecommunications, legal services, retail, business services, food, charitable trusts, aerospace and local government.

These are some of the organisations we have worked with:

Aviva	Bristol City Council
Accord	Northmoor Trust
Blake Lapthorn	Boots
Carpetright plc	Capital One
DSGi (Dixons Stores Group)	Pfizer
Euphony	Hyperion (Oracle)
RAC	Cross Manufacturing
Orange	Lea Abse and Cohen
Carphone Warehouse	AFL Telecommunications
Westwind Air Bearings	Stibo Catalogues
Wilson Tool	BCA
Lloyds TSB	Federal Mogul
Haydens Bakeries	Lex
Westcode Semiconductors	Serco Aerospace
Swindon Pressings (BMW)	Tessella
Precimax	Parsons Brinkerhoff
Siemens Magnet	Cooperative Financial Services

## contact true north

You can visit our website at [www.truenorthgb.com](http://www.truenorthgb.com) for more information

Our email address in [contact@truenorthgb.com](mailto:contact@truenorthgb.com)

You can also contact us by telephone on 0845 130 5500, or by fax on 0870 400 1859

We look forward to hearing from you and to helping you to meet your challenges and achieve your goals.