

Case Study – The Cambridge Building Society



**THE
CAMBRIDGE**
Building Society

The Cambridge has an excellent reputation for being trusted, customer-focussed, valuing its people and having a strong commitment to the local community. It is currently undergoing a transformation to become a 'Challenger Building Society': becoming more innovative, creative and adaptable.

The context:

- The Cambridge wanted its manager and director team to confidently support their staff to develop a 'Challenger Mindset' where people felt resilient, innovative and adaptable.

Our approach:

- We developed a two day 'Challenger Mindset' coaching programme – supporting managers and directors to understand the emotional underpinning of high performance, and using strengths-based coaching strategies to create culture change.

Our impact:

- The programme is ongoing, but 95% of managers and directors have rated the quality of training and facilitation thus far as 'excellent'.