



# Bromford Housing Group Limited

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# Grasp Internal Talent

**We pride ourselves on our ability to change management practice and we know that the 'magic' happens only when programme participants can clearly make the links between what we discuss in a shared space and its relevance to their day job. A blended approach to learning has always been our sweet spot.**

## Bromford.

### The challenge

Bromford needed to create a career development programme which would inspire, motivate, upskill and retain key talent across all levels of the business.

The programme needed to cater for employees who are looking to progress their career within Bromford - this could be a leadership role, a senior role, or a move to broaden experience and knowledge across the organisation.

The desire was to develop leadership capabilities to help Bromford to grow and deliver their ambitious goals.

**We know that learning in a "virtual" way doesn't mean it has to feel "remote".**

Specifically, Bromford wanted the programme to focus on self-awareness, career development, personal growth and collaborating to help deliver their business strategy; and for this to be designed as a blended approach with experiential and social learning interventions to inform habit and provide a hands-on approach to learning outside of the traditional approach to training.

Bromford is a group of registered providers of social and affordable housing along with associated support services.

Since being formed in 1963, the group has grown, organically and through partnerships and mergers, to own or manage around 42,000 homes across the UK.

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## The solution

We created an experience which was agile in design, rich in content, challenging in style and varied in approach. The programme had an architecture which contained several elements, appealing to various learning styles.

1. A start and an end. A kick-off event to energise and engage the participants in their learning and answer the "Why we are doing this?" question; and then a kick-down event to celebrate and showcase the application of new skills and answer the "Why did we do this?" question.
2. Line Manager involvement – but more than that, their support and coaching. By engaging the participants manager, we helped to catalyse action along the programme duration, and ensure progress is celebrated/encouraged.



## The design

The architecture contained several Learning Modules complemented by some on-the-job activities.

The programme took participants on a journey from initial introspective aspects such as capturing your motivations and values and working out what are the habits that hold you back so that you can flourish at work – through to embracing challenge, how to show up well and manage your impact and finally how to develop capabilities which will build alliances, encourage courageous and psychologically safe ways of working.

## The end result

- Improved Great Place to Work Scores and a strong Employee Value Proposition.
- Greater levels of energy to align to and deliver the company strategy.
- A cohort of people who demonstrated a growth-mindset, who put themselves forward, go the extra mile and apply discretionary effort.
- Increased accountability to want to make a difference and take charge of their career.
- Greater proactivity around collaboration and reciprocity to deliver superior results.
- Solid steps towards establishing a psychological safe way of working which encourages openness, trust, creativity, and fun.

Could Folks Talent tailored learning help your business?

Contact us to request a free chemistry session. Let's start a conversation.

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