

case study | North East Lincolnshire Council



The Colour Works

Background

North East Lincolnshire Council is responsible for providing services to the residents of Greater Grimsby and Cleethorpes. In 2012 the Senior Leadership Team (SLT) wanted to explore how to best work together as a team by understanding their different behavioural preferences.

The Solution

A two-day workshop was held using the Insights Discovery behavioural tool.

At the workshop it became clear that the SLT's dominant colour energy was Fiery Red, characterised by a focus on results and outcomes. The dominant colour energy of the people working within the Council was thought to be its opposite on the wheel, Earth Green, which is people-centred and focuses on relationships.

This insight led to discussions around Hearts and Minds – **how can the SLT better engage with the workforce in a way which resonates with them?**

The support has been excellent. Rob (Slade) and Suzanne (Shaw) are always on hand to offer help and guidance and they have been incredibly flexible in helping us to get the most out of Discovery within organisational constraints like time/budgets.

The model was embraced and was cascaded through managerial tiers. It was decided that one member of the Organisational Development (OD) team should become accredited as a Client Practitioner (CP) to use Insights Discovery within the council.

This involved attending a four-day residential programme. Once qualified, The Colour Works would support the CP in managing the administration of the profiles, being available to discuss specific issues and providing support in Continual Professional Development.

The Client Practitioner Journey

OD Business Partner Sam Crossley's interest was initially sparked after seeing the SLT wearing coloured badges and hearing talk of preferred colour energies.

Sam became immediately invested in enhancing productivity using Discovery once she had received her own profile, seeing the value and potential of playing to individual's strengths.

As the OD team wanted to offer profiling across the council, The Colour Works' CP model made sense as a cost effective way of flexibly meeting needs across the organisation.

Using Insights Discovery as a Client Practitioner

During the Insights Discovery Accreditation (IDA), delegates are exposed to the flexibility of the colour model and how it can fit with an organisation's development strategy.

Insights Discovery can be used in:

- Individual coaching with the profiles
- Workshop facilitation with profiles with teams or people from different areas of the organisation
- Workshop facilitation without profiles where budgets are restrictive
- Team building
- Supporting executive/senior recruitment
- Supporting graduate placement schemes

Knowledge of the model can help in areas such as managing change, managing stress and influencing others. Insights Discovery can act as the cornerstone for any organisation's people development strategy.



“The Colour Works supported me very well when I was undertaking my client practitioner accreditation. The admin support is also excellent and they have, when needed, turned round the profiles very quickly for us. They also offer Client Practitioner development days which are invaluable in terms of networking with fellow CPs and picking up tips and techniques on delivery/activities.”

Sam Crossley
Organisation Development
Business Partner at North East
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Client Practitioner

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