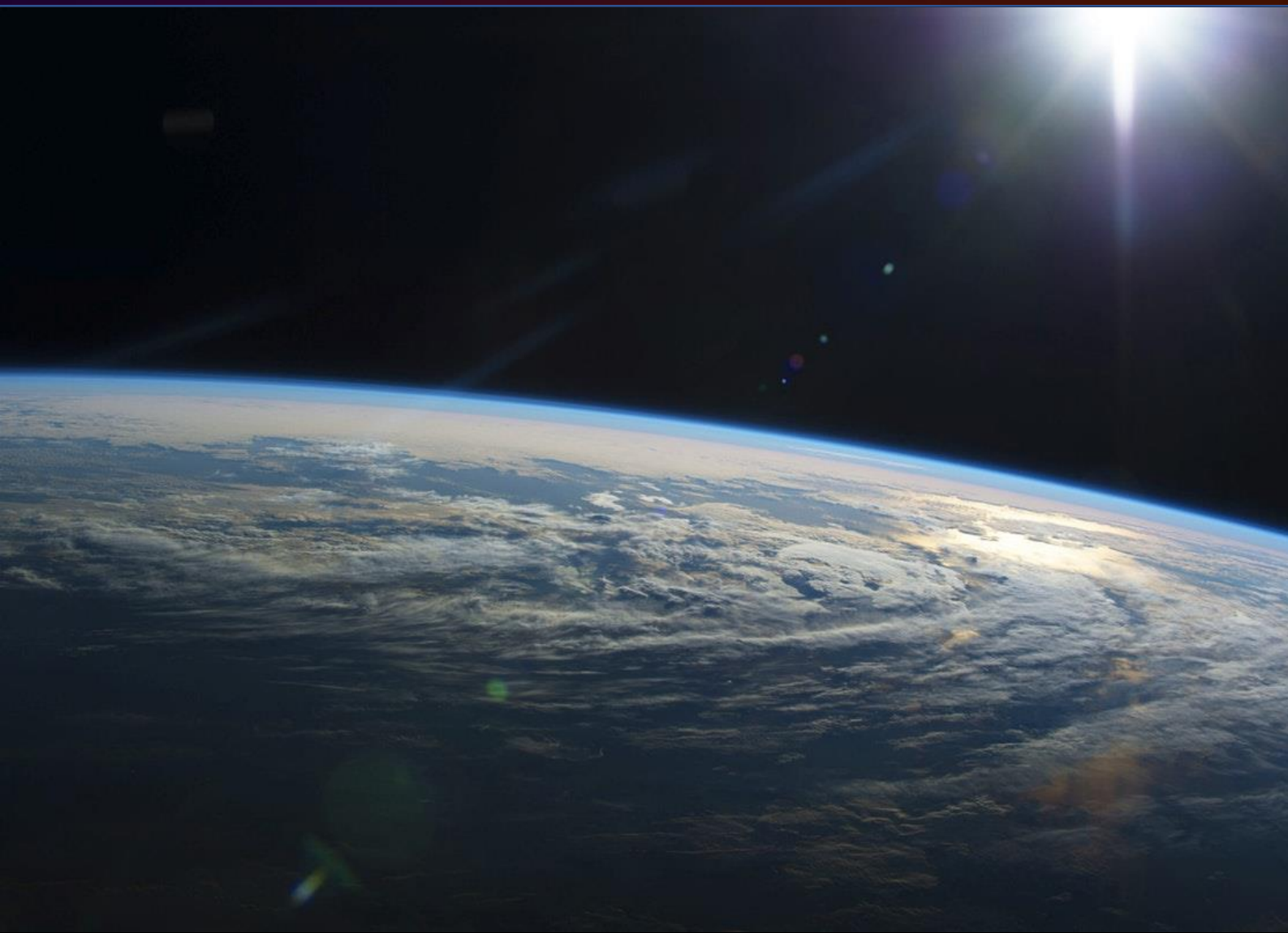




Aligning Leadership to Drive Business Growth

Case Study: SkinViva Ltd.



Background

SkinViva was established in 2008 and has grown to become a leading provider of cosmetic and medical skin treatments in the North West of England.

Their philosophy is that looking good isn't about looking young – it's about restoring inner confidence while enhancing external appearance¹.

SkinViva are aiming to develop their business and its brand over the coming years. They wish to use the innate skills of colleagues to grow the business, whilst cultivating their teamworking as the business changes.

What We Did

We were asked to help Board members understand their strengths and how they can best work as a team in the dynamically changing times ahead. To achieve this each Director completed The Change Maker Profile and had a personal consultation.

We provided the Board with a consolidated team profile which helped the Board discuss how they work together. They were able to consider where each of the Directors roles and strengths align and can support business development, and the opportunities for personal and Board development.

Subsequently we were asked to undertake the same process with the management team. Each Manager took their Change Maker Profile and had a personal consultation, and then a workshop was held where we reviewed the team profiles with the Directors and Managers.

Putting together the team profiles for the Board and the Managers was a powerful way of showing how the strengths of individuals and their roles play in the broader team and can be used to grow SkinViva, and what actions might be possible as the business evolves.

The Results

Very quickly the Board and Managers were thinking about themselves and colleagues in terms of their natural strengths and inclinations. They interpreted the implications of biases or gaps in a particular proclivity and how it may impact their business – for instance, a team with an “action” bias may become frustrated with lengthy strategic conversations and move to action too quickly.

Understanding some of these group proclivities enabled the team to assess how they could potentially leverage their strengths.

The team profiles drew out further implications and opportunities to transform business operations in the future and how playing to team members' natural strengths and inclinations can be used to support collaboration and high performance.



More information about SkinViva can be found at www.skinviva.com

“Some amazing insights, so much so we are thinking about how we might use The Change Maker Profile with the whole company”

Gillian Kirk, Director
SkinViva

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“Using the Change Maker Profile has given the Board and senior leaders a range of insights that we couldn’t imagine. We have immediately used the learning from personal profiles to think about the way we operate as individuals and as a Board, and challenge ourselves as to how we work better together to develop our business to the next level.

Having used The Change Maker Profile with the Board, the logical next step was to profile the broader leadership team to understand their personal and team proclivities, and how they interrelate with the Board.

Some amazing insights, so much so we are thinking about how we might use the Profile with the whole company”

Gillian Kirk, Director

“The Change Maker Profile has been very beneficial to me. Its simplicity makes it easy to understand, and easy to remember your own and others’ profiles, so I have very quickly been able to see where I can help others and who can help me to maximise our strengths as a team.

It’s the first profile I have done where I immediately started to use the information gained in day-to-day business.”

Jo Jarman, Customer Experience Manager

About The Change Maker Group

The Change Maker Group helps organisations unlock their hidden change-making potential.

We help them build and empower teams of self-sufficient Change Makers who deliver sustainable change into the future, without long term external support.

At The Change Maker Group we are committed to doing this because we understand that the world needs Change Makers more than ever before.

We believe anyone can make change happen once they know how they make their impact and how they contribute.

We are a not-for-profit collaborative organisation of experienced change professionals. We have a massive breadth of skills and experience across all the key areas of change and transformation, and across all industry sectors.

We are united in our purpose to create and empower Change Makers.

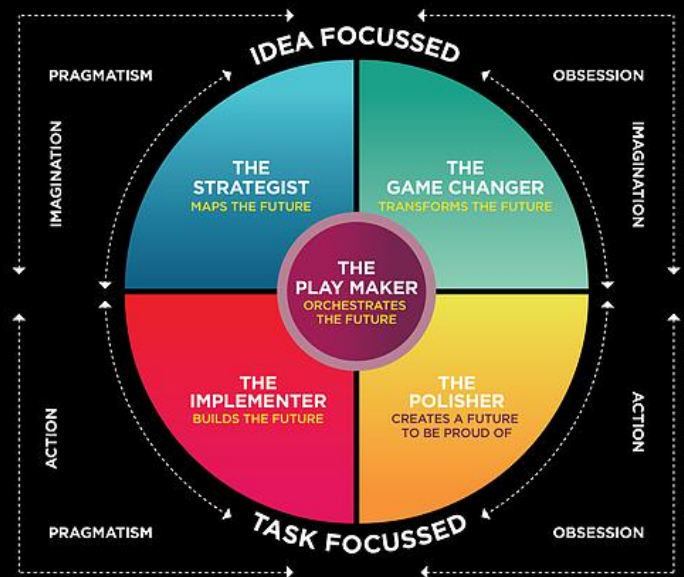
The Change Maker Profile

Our Impactful Leadership Process is enabled by the unique insight provided by The Change Maker Profile.

The Change Maker Profile is an organometric based on the GC Index®. It is underpinned by a scientific framework based on five roles.

It is used to help understand the potential impact and contribution of individuals in change and transformation. It identifies how they make their greatest contribution within a team and how the team itself impacts the delivery of change.

The Change Maker Profile shows that a game-changing team is essentially all about having radical ideas, making sense of them, putting them into practice, making them brilliant and ensuring everyone works together to make it happen.



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