



Case Study: Nike UK & Ireland x Lead Talent

The Challenge.

Following a restructure of the Nike UK and Ireland Integrated Retail Marketing (IRM) team, Lead Talent Management Consultancy was appointed to support them with their Talent Development plans; focusing on team dynamics and the personal development of individuals within their new roles.

Nike was undergoing a large restructure and recognised this was an unsettling time for the team who worked with both functional and cross functional teams. The client understood that development of its staff would ensure retention in an increasingly competitive job market. Ultimately investing in building individuals' skill set, succession planning and working together in a more cohesive and productive way would lead to the continued success of the business.

Lead Talents expertise in guiding teams with carefully curated training programmes was called upon to deliver their goal. We worked in close partnership with Melissa Kuen, Nike UK Brand Director of Integrated Retail Marketing, along with her extended team of 35, to deliver an effective programme of training, mentoring and workshop sessions to deliver a world class high performing and motivated team.

LT Solution.

We tailor all our solutions to your exact needs.

The Foundation

All 35 individual team members undertook a 40 minute online Dimensions Psychometric Assessment which enabled Lead Talent to measure their personality across three broad domains: Handling People and Relationships / Managing Tasks and Projects / Dealing with Stressful Situations by understanding drivers and emotions.

The Plan

Our experienced Lead Talent Assessors undertook 121 feedback sessions with all members of the team. This helped them understand their strengths and development areas, together with their working style and how others perceive them. Three key areas of development were then identified for each team member. Furthermore, Lead Talent was able to evaluate and report how these individuals responded and built a plan to maximise the full teams' skill set and their career aspirations.

To ensure full alignment we then built and presented Team Dynamic reports. These were presented to the Senior teams to highlight areas of opportunity and/or development.

Supporting Continued Growth

Lead Talent hosted a High Performing Team Workshop at Soho Beach House Barcelona, to put the development plan into work through a set of practical workshops. The aim was to allow all members of the team to perform at their maximum potential and give them the tools to work cohesively and productively together and as a wider team.

To further support, Lead Talent delivered a series of eight IRM Senior Team Training Workshops covering subjects including; Excellent Execution, Strategic Planning, Business Analysis and Effectiveness through Situational Leadership. Our partnership continues with Executive Mentoring to support the development of professional competencies and the continued growth of the team.



LEADTALENT
STRATEGY • TALENT • BRAND



Results.



Full Team Buy In.

35 team members successfully carried out individual Dimension Psychometric Assessments to help them understand their strengths and development areas, aligned to their current role and career aspirations.



Team Dynamic.

Reports showcased the strengths and development opportunities for the team as a collective.



Best In Class Team Building Event.

Curation and delivery of a hugely successful High Performing Team event in Barcelona.



Patrick came **highly recommended** to me via a colleague. As a business we had been going through significant restructuring and change. We needed to find a way to bring this new team together and for them to work in a collaborative way.

From the outset Patrick and the Lead Talent team took the time to listen and understand our situation and the challenges we were facing, before coming back with a highly considered plan. Every aspect of the plan was then covered off with clear and achievable objectives.

The **High Performing Team** event in Barcelona was delivered and executed in a highly professional and engaging way. Patrick made it clear that every aspect of the event would be focused on the long-term development of individuals and the wider team. Every element clearly linked back to the overarching strategy and objectives. The team were highly engaged throughout the day and left filled with enthusiasm, confidence and an improved skillset they were keen to build on. I have to say, to date, I am yet to experience such **positive feedback** following a team building event. I look forward to working with Patrick and the Lead Talent team in the near future, as we continue to develop and invest in the team. I have already recommended Patrick to other colleagues within the business where I know he can add value.

Melissa Kuen

Brand Director, Integrated Retail Marketing,
Nike UK & Ireland

Get in touch!

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