

## CASE STUDY

**Implementing a tailor-made coaching training programme to build on RS Components' success and take it to the next level - developing a culture of high performance, staff engagement, and collaboration.**

RS Components, a trading brand of Electro-components PLC, is the world's largest distributor of electronics and maintenance products for engineers, with operations in 32 countries across Europe, the Middle East, Africa and Asia Pacific, and around 500,000 products in their catalogue. They boast a workforce of approximately 5,000 employees and have been in business for almost 80 years.

**This extremely successful company is progressing to the next level of performance and has identified the ongoing need to invest in their people as key to achieving their vision.**

RS Components has enjoyed significant growth in recent years, however under the leadership of the company's CEO Lindsley Ruth, accelerating the growth and development of the organisation and becoming first choice for its customers, suppliers and people, are key strategic aspirations. Supporting these aspirations requires best-in-class people development frameworks, explained Ian Wearne, Director of Learning and Development at RS Components, Northern Europe. "This involves getting behind our people and investing in them, in terms of their competency development and nurturing their talent and potential. Ultimately, it will be the quality and engagement of our people that will drive us towards higher-levels of excellence, customer satisfaction and performance".

Furthermore, the objective RS Components has identified, to become first choice for its customers, involves developing a culture of high-performance that avoids a directive, autocratic type approach, and instead engages and empowers staff to find their own solutions. Thus the development of a coaching culture at RS Components has been agreed as a key enabler of accelerated high-performance.



**Combining coaching theory with the constant opportunity to practice in the workplace was identified as the way forward.**

When Ian began his search for the coaching training provider for RS Components, he knew what he was looking for. "What I wanted was a specialist focused coaching training provider, who intrinsically understood and could provide evidence of their experience in working with other major organisations in delivering quality coaching competency development."

After considering various options, he attended a Coaching Focus event and there he met Trayton, who Ian realised very quickly, was the perfect fit for RS Components. His calm approach, demonstration of empathy and humility, and his coaching style were the kind of characteristics that Ian was confident would achieve the results with their people that RS Components was hoping for.

Trayton developed a three-module programme for the RS Components staff, and began delivering it in May 2018. So far, three cohorts have passed through the programme, with just over 40 people receiving the coaching training. Between each module there has been a break of 6-8 weeks for the students to practice what they have learned and transfer this to the workplace, as well as time in the sessions for practice and discussion of their progress. Parallel to this, they have received one-on-one sessions with Ian, also a qualified executive coach, to talk about their learning, the challenges they have faced, and what they need to improve on and change going forward.

## CASE STUDY

### A more collaborative and empowering culture for staff has emerged in RS Components.

Whilst Ian has explained the challenges of showing the direct impact on business performance of this training, due to its nature, through his own observations, discussions, anecdotes and feedback, not only from the coaches but also from their people, he can say that there has been a shift in the way that the people at RS Components are having conversations and working together.

"We have better conversations; inclusive, collaborative, developmental conversations, that help to develop and empower our people to do a better job, and engage them and involve them in that process rather than just telling them what to do. That of course is feeding into the engagement levels of our people. We've just had our most recent employee opinion survey results, which were very positive, and showed improvements in many areas on prior surveys".

### Onwards and upwards; RS Components plan to continue growing the Coaching Culture.

RS Components are very satisfied with the programme that Trayton and Coaching Focus have delivered, and are currently working to include additional coaching programmes for other managers within their budget for next year. RS Components' intention is to spread the Coaching Culture throughout the organisation and design other programmes with Trayton to address other leadership development requirements they have. Working in collaboration with Trayton and Coaching Focus, RS Components is certain that it will continue growing as a successful global company and fostering a collaborative, inspiring and empowering workplace for its people.



**Client:** RS Components

**Challenge:** A very successful company wants to progress to the next level and identifies the need to invest in its people to do so.

**Solution:** A bespoke training programme developed by Coaching Focus.

**Result:** Through 3 modules of training as well as time to practice their skills within the workplace, staff at RS Components have developed the skills to facilitate inclusive, collaborative, developmental conversations, and thus increasing staff engagement and general productivity and growth for the company.

### About Coaching Focus Ltd.

Coaching Focus partners with organisations to create sustainable, performance-focused coaching cultures.

They offer ILM Coaching and Mentoring courses for senior managers or HR/LD professionals who want to develop their expertise, Manager as Coach skills programmes, and other courses, to UK companies such as Tesco and BSI Group.

They also offer coaching consultancy services to companies internationally.