

'If it's not growing it's dying'

Maybe a little harsh – but a useful concept when you think about business fitness. The success of your business depends on the capability of your people and if they are not a path of continuous improvement, neither will your commercial prospects. Today, good organisations put people-development investment on a par with what is known as traditional business investment.

Development is more than training. It is a process by which your people:

- Understand what success looks like
- Understand both their current strengths and opportunities for growth
- Are able to assess themselves against that vision and set personal development goals
- Learn new skills and capabilities through focused learning and feedback
- Deliver more and better as they grow
- Support colleagues in their own developmental journey

deWinton-Williams Consulting has received two national awards for development programmes both of which delivered to the bottom line through improved performance from all delegates. Our latest programme for 12 senior staff, delivered over £200k to the bottom line, over and above the delegates' existing annual targets.

So how do our programmes work?

- **Bottom line:** We base all our development in the reality of the delegates' daily lives. A three-day programme making log rafts is great fun, but does not deliver a targeted ROI. Our programmes are designed around realistic business case studies linked to the challenges and opportunities from the daily world of the delegate
- **Top line:** We drive learning through action. Unlike training, we develop people through real-play practice. Working with highly experienced business actors, we create practice scenarios which the delegates further refine to match their own reality. Practice is thereby realistic, hard-hitting and fully relevant to the challenges of each delegate's daily business life
- **Feedback:** We tell people what is working and what is holding them back. Feedback comes from the delegate, the actor, the facilitators and the delegate's colleagues. Imagine immediate 360 feedback. We see people develop over a day and transform over the duration of a programme
- **Conversion to action:** Through detailed personal planning which is focused on transferring the skills learned into everyday business life the delegate converts training into immediate action. We support this with business coaching and mentoring which ensures that momentum is maintained and results achieved
- **Return on investment:** We believe that People Development is a business investment which like any other, should deliver a return. We prefer to set delegates a financial target which, not only covers the cost of the programme, but ensures a profit too

Our development programmes take a variety of forms and are designed to suit your business and the work style of your delegates. We have delivered:

- Three-day development centres
- Nine-month development programmes
- New partner/director programmes

Every programme is designed to match your business, link to your strategy and reflect the day-to-day workplace reality of your people. All our consultants are experienced in design, delivery and facilitation of programmes. In addition, we can provide the coaching and mentoring support required to convert development to delivery.

If you think your people can do better and drive your business further, we can help you get them there.

[Contact us through the contact page on our website or call us on +44 \(0\) 207 372 4997](#)