



Impact

Impact

At K2 we talk a lot about outcomes and our commitment to making an impact – so it’s right that we bring that to life. With every piece of work that we do we put together an impact statement before we start the programme and we agree that with the client. Typically an impact statement will cover:

1. Some key measures that the programme will be expected to impact on, individually and/or collectively
2. Key behaviour and attitude changes that the programme will be expected to bring about, either individually and/or collectively
3. Specific “mood in the camp” changes that would be a desired outcome of the work as a whole

We deliver impact not days so once the impact statement is agreed, we’ll keep working on our part until that impact has been achieved – at our cost.

Read on to see the impact that we have had on these people, their teams and organisation. If you want to speak directly to any of these people, let me know and I’ll put you in touch.

Also in the appendices I have included our values and details of some of the companies that we are working with.

Jo Gregory -Business Director - Havas Media

I started working with K2 a year ago alongside a group of my peers. We used my goals, blockers and what I really wanted to accelerate as a starting point for my training, taking a discussive approach that really worked for me. I learnt valuable skills, such as knowing when to take a step back and really think about myself in isolation, and this helped me empower my team and give them confidence in themselves so I could move away from day-to-day responsibilities and focus on the more senior aspects of my role.

The K2 coaches were great – I really connected with Luisa, and knew she genuinely cared about the process. They made me realise my own potential, helping me bring it out myself without just telling me directly; I knew that, ultimately, the power of my potential was in my own hands, but that they would be there to help me unlock it.

Erik Frank

I moved to the UK in September 2007 and K2 was already in place. So, you could say I inherited K2 – and I was so thankful I did in the end. One of the most useful things about working with K2 was the opportunity to reflect on my performance and receive consistent and constructive coaching to improve. More importantly, I also learnt to become a better coach for my team members. Learning and continuing to learn is what I love, and K2 makes me better every day, helping me to, first and foremost, understand my performance and how my behaviour has a cause and effect on what I do and how I do it, and secondly, be true to myself.

I work in a very challenging and intense environment, and the ability to understand how I perform at my best is challenged daily. I will reflect constantly on how I get the best out of myself. Am I perfect... no, but knowing I have the tools and confidence to get the best out of myself is powerful. The Performance Pie was, and is, critical to my overall success. That concept alone has changed me and how I prepare for my performance each day.

When I do my best work, I want to know why and how I did it – and the same is true when I don't perform well. So, I ask myself: did I eat right, exercise that day, get enough sleep, prepare properly for my audience, etc.

My experience in the UK and with K2 has made me a very good leader. It has changed me for life. I apply everything I've learnt from K2 daily. I want to give my people the experience I had with K2. It's the gift that keeps on giving, if you want it!

Working with the K2 coaches was fantastic. I interacted regularly with Chris, Matt, Jim, Julia and David. Everyone has been professional, knowledgeable and patient during my ongoing journey. And Keith I can call a friend for life.

Lisa Montague - Loewe

I had heard of K2 by reputation, and was recommended by a former client of theirs to contact them. As soon as I discussed our particular set of circumstances with Keith Hatter, I felt reassured that working with his team of coaches would positively impact our international management team of 20 at Loewe.

We started working together in 2010 in Madrid, and found the close and personal approach of the K2 team to be very inclusive, quickly flushing out the issues and making tailored plans to tackle them. We were all reminded that a team can be stronger than any individual, and I learnt how effective it was to focus on performance over results only.

The feedback from our teams would suggest that focusing on the team being aligned behind a common set of goals was effective in creating a focused and motivational working environment, and working with K2 gave me a clear understanding of the challenges I needed to prioritise to be successful in my leadership role.

We have since worked to refresh the initiatives we started, and to include new members of the executive committee, and I am now more confident in my approach to management meetings, performance reviews, team talks and 'checking in' on how people feel. I have personally benefitted from the support of Keith Hatter and have enjoyed team work with Jim Constable and Matt Barker. They all related well to our team, even though English was not everyone's native language and neither was our team from an Anglo-Saxon culture, so I would praise the K2 team with managing the mix of nationalities, languages and cultures of our diverse team.

Jody Vallance – AXA

I started working with K2 in 2009, when I was lucky enough to be a member of a team chosen within AXA to take part in the Elite Team programme.

The programme was a real eye-opener for all of us – the things we learnt are still talked about to this day – and our team went on to be one of the top performing teams across the whole of the business. All the coaches I have worked with have been inspirational and admirable; the people are one of the highlights.

K2 does exactly what it says on the tin, so to speak. The coaches open your eyes to what you are capable of, and you simply learn how to use your strengths to help you perform at your best. It makes you feel valued and I got a great deal of satisfaction out of my job as a result. I learnt to be confident in my own abilities and play to my strengths.

In the Elite Team programme, the whole team started thinking team first, me second. As a result, our team's performance has grown, and with that our confidence. We continually challenged ourselves to see just how good we could be, and we kept surprising ourselves at how great we had become. And then we'd go and do better still! We stopped competing with the other teams and concentrated on being the best we could be. It took away a lot of the cynicism and frustrations, and we focused on what was in our control and didn't let the other things get in our way. We all started having fun, and I am really proud and honoured to have worked with K2.

Everything you learn from them can be used in real life. It changes you for the better! Accepting that some things are outside your control is something I think about a lot. It makes you generally a lot less stressed and happier with life, and, because the coaches were such an inspiration, I really challenged myself to be positive and accept that life is what I make it.

After working with them, I approached work with a lot more confidence and with the view of ‘how can I do this to the best of my ability’. We changed how we did things to make them work for us. We didn’t wait for management to tell us what to do, we started proposing new ideas and asking if we could try new things. Luckily, management were supportive of this move and that is what made the biggest difference – they have to be brave enough to let their teams try new things. You have to make changes to get change and we quickly learnt that trying out new ideas wasn’t to be feared.

Working with the coaches was definitely the best thing about the whole K2 experience – I have a huge respect for them, they are such an inspiration. All their knowledge and experience was backed up by real-life examples. They have a way of explaining things that appeal and translate into what we do. They are charismatic and lovely to listen too. No coaching sessions were ever boring. They challenged you, made it different, and shared interesting facts and stories. It’s unlike any ‘training’ I’ve had before and probably ever will. To be associated with them is a great honour and I truly feel very lucky to have met them.

In addition to the work I did with the Elite Team programme, I was also able to coach alongside K2 delivering the Elite Team sessions to other teams across the business. This was my role as a performance coach. It was amazing how they had the confidence in a number of us enough and put in so much time and effort to help us be great coaches. I certainly got a lot from being a performance coach, and can see the difference I helped make to other teams.

Matthew Scott - NFU Mutual

I started working with K2 in November 2004 when I was working at AXA Insurance. I was asked to try out their (then) recently launched Athlete @ Work programme by the leadership development team at AXA. What I experienced was so valuable and powerful that I have continued to work with them at every opportunity since.

I find their ability to translate the performance approaches and mind-set of elite athletes into the world of business really engaging and simple. As a ‘non-sporty’ person I was nevertheless instantly helped to see the value of applying the same techniques to my working performances. I gained new confidence and a much higher sense of personal control over my professional life as a result.

The most important skills I learnt were to clearly understand the difference between results and performance, and how to use performance preparation techniques such as self talk and visualisation to build my confidence and enable me to be ready to perform more effectively. I also learnt to change my approach to diet and time management to help me sustain high-intensity working more effectively through the day/week, and to change my approach to leadership of others so that they can perform at their best as well.

What I learnt via Athlete @ Work completely transformed my approach to planning and delivering my work – both in terms of my own activities and as a leader of others. I began a simple programme of reviewing my diary to identify how best to prepare for upcoming events and to adjust how I allocated my time. I also began to keep a ‘performance diary’ in order to honestly reflect on my performances and identify further opportunities to improve my approach. The realisation of how this helped me improve my own performance also helped me see how I could better support others as a leader.

I found my Athlete @ Work learning so helpful and inspiring to my own performance that I was determined to ensure that my own teams should also benefit from the power of K2’s approach. At AXA Insurance I initially arranged for myself and my direct report team to have further coaching from K2 via their Elite Team programme. The impact and value of this subsequently resulted in a wider roll-out of performance coaching for all of AXA’s Claims senior leadership team and for our front line claims teams – including the training of 15 in-house performance coaches. Since leaving AXA to join NFU Mutual I have adopted a similar approach with my leadership team at NFU Mutual Insurance in Head Office Claims, and now more widely with other leadership colleagues in the customer services division.

As a result of my work with K2 on the Athlete @ Work and Elite Team programmes I have completely changed my view of my role as a leader and how I perform in that role. I spend most of my time concentrating on how I and my teams can identify and improve the key elements of our performance that will give us the greatest chance of attaining the results we want – and improving the scale of those results. I’ve changed my leadership approach to one of being responsible for creating an environment where everyone in my team can decide how best to contribute to our shared goals (results) and how to best apply their strengths to maximise the likelihood of joint success.

The K2 coaches are superb at translating their knowledge of elite performance in the sporting and business worlds to fit the need of me and my teams. They are simple, clear and appropriately challenging in their approach. They collaborate really effectively to understand what the needs of each team are and how best to focus development activities. Every coach I have worked with demonstrates the highest levels of integrity and is clearly committed to applying high performance principles to their own performance as well. They work with me in true partnership to make the most of our respective skillsets.

Chris Voller - AXA

We started working with K2 in 2008. At the time, one of my colleagues and I were managing groups of a couple of hundred each, but were wondering why we weren't getting better results. We resolved to do something about it, and it just so happened that K2 were working with AXA at the time; it was almost a happy coincidence.

The first thing they helped us with was solving our own problems. They didn't tell us what to do, or pretend to know about our business – they brought really good insights about the dynamics of performance in teams using analogies that brought it to life. They were very good at challenging us, and not afraid to ask really tough questions.

The most overwhelming component was our focus. In business, you can become very output focused and use that as the starting point, rather than thinking about the input. But if you have the right input, the results will look after themselves. We learnt to give more autonomy to the staff, and let them determine how to do what they needed to, as opposed to telling them what to do on a daily basis, and we got some really good insight into where we performed especially well. They proved to us that we were really obsessed with some of the areas in the business, and those areas were where we did a really good job, and they taught us how to channel that into improving performance in individuals and teams.

Typically in business, you focus on where you're weak. They encouraged us to look at our strengths, and think about how we could improve on them; how we could best utilise our strengths to be great, rather than focusing on the areas where we weren't so good. People get energised and excited by the successes they can see, and the way we've done it has given it sustainability. A lot of the things we did are still embedded – we still use the tools and techniques.

Without exception, all the coaches are absolutely fabulous. They don't pretend to know how to run our business – or even try – they're just here to help you work out what you're going to do.

I hope this gives you a good idea about the impact we have on those that we work with and I hope this gives you all you need at this stage but if you need or want anything else, just call or email me anytime.

Kind regards

Julia Lambert
Head of Customer Experience

T: 07795 280191 **E:** julial@planetK2.com

Appendix 1 - About K2

A question we all hear all the time is “are you ready for work?” or “are you ready for your meeting?” But are you really ready? Are you ready in the way Olympic athletes are ready?

Four years of preparation. Four minutes to perform. Have you mentally rehearsed? Have you broken down your objectives into 100 tiny details? Have you asked yourself with every bit of your personal preparation “will this help me perform?”

At K2 we’re not just coaches. Or consultants. We are experts in readiness, because we’ve been there. From the Olympics to the boardroom, from the training camps to the front line teams. With only two questions on our mind: Are we ready to perform? Are we ready to win?

Not all of us can break an Olympic record. But every single one of us can learn from the science and psychology of those that do, so that we can perform at our best in the world of work. Using all our experience in elite sport we help every person, team and organisation we work with in the world of work to be truly ready – to think, prepare and perform like the very best.

Our Values

We’d also love you to know what makes us tick, so here are our values that we strive to live up to every day. We also think it’s important that you know what to expect when working with us. If you find us not doing these things, please let us know and we’ll put it right. If you find us doing them well, please let us know – it will put a big smile on our faces.

Be True

We are what we are. Just as importantly, we’re not what we’re not; so we don’t try to be. Ever. We do what we can to stay true to our clients, our beliefs, our dreams and each other. We believe in what we have to say and it seems that our clients do too. So best to stay true to all that good stuff.

Be Passionate

Apparently, we all only ever get one chance to live our lives (although how anyone’s been able to prove that is beyond us). So, it sort of makes sense to have as good a stab at making as much of that one time as possible. And if our passion for what we do helps inspire others do the same (and it seems to), then that’s a happy day for us all that makes us feel even better about ourselves.

Be Brave

Someone once told us to do something that challenges us every day. So we do. And, by doing so, we've found that we never run the risk of standing still, of getting bored or of having our lives ruled by convention and rules laid down by others. We make our own rules up. We're not saying that they're definitive – they're just right for us and our clients. And, you know what, that's good enough for us.

Be Curious

Natural human curiosity is a powerful thing. It encourages us to dig deeper, fuelling that precious sense of discovery. Challenge yourself, your colleagues, clients and convention. Question everything. Ask yourself, 'Can I do better?' And, if you can, work with us and, then, together, we'll make sure you go and be better. Trust us - you'll find that curiosity will take you on much more interesting journeys.

Be Simple

The world's a complicated place. So, ask yourself, 'what benefit is there in me making it any more complex?' We keep things simple because, well, we are. Whenever anyone uses a long word in the office, they're asked to stand in the naughty corner until they find a simpler way of explaining themselves. We've always believed in our ability to help people do what they can do, but don't. See. Simple.

Be Human

We're in this together. So, rather than ever allowing ourselves to get immersed in our senses of self importance (that wouldn't take long), we work hard to never lose sight of the fact that we're just a like-minded group of people, all intent on helping people (ourselves included) perform to the best of their abilities. We're comfortable in our own skin, knowing who we are, and importantly, what we're not. By working with us, we're sure you'll feel the same way.

Appendix 2 - Who Trusts Us





...because talent is not enough