

THE CLIENT

Varsity College is a brand of the Independent Institute of Education (IIE) the largest, most accredited private education provider in South Africa and is registered with the Department of Higher of Education and Training (DHET).



SUCCESS STORY

What was LRMG hired to do?

- Empower managers with coaching skills to effectively facilitate courageous conversations, enhance their leadership mindset, and strengthen the culture of accountability within the organization
- Teach the managers to lead with authenticity, engage with their peers, and feel confident in coaching and empowering their teams

Key challenges and progress to be made

- Managers lacked experience in coaching, making it difficult for them to have courageous conversations with their teams
- Resistance from managers who were used to traditional leadership methods
- Difficulty in establishing a culture of accountability as managers were hesitant to hold their peers and subordinates accountable
- Ensuring that the coaching program was relevant, meaningful, and that it provided managers with the skills they needed to succeed was crucial
- The program needed to be flexible enough to meet the diverse needs of different managers and teams within the organisation



Solution approach

- We started with a proof-of-concept pilot program for two groups of 8 managers to demonstrate the effectiveness of the Leader as Coach program
- This was followed by providing access to the comprehensive Coaching Culture content and we co-created a bespoke 8-week program which provided managers with an immersive coaching experience, including hands-on coaching theory and the opportunity to coach and be coached
- Our approach ensured a controlled and structured rollout of the program to make sure that participants felt supported and could engage fully in a safe and supportive environment, and learn how to foster a culture of accountability within the organisation



Outcomes and value delivered

- The outcomes of the Coaching Culture program for the client were overwhelmingly positive, resulting in the **transformation of managers** into effective people managers and leaders
- The program was noted as the **highlight of the year** among all learning interventions the business undertook
- Four weeks into the eight-week course, participants already experienced **significant personal and professional growth**
- The **Coaching Culture mindset** modules provided participants with self-awareness and professional coaching skills, models and structures
- The program was exceptionally facilitated by experienced facilitators and coaches who created a **safe space** for participants to share and learn
- The Coaching Culture program received high recommendations as a means to create or **shift leadership culture** and strong advocacy for partnering with LRMG for effective execution

Impact on business

- It's still early in the process, and by developing managers into effective leaders and coaches, the program can improve productivity, reduce turnover and recruitment costs, as well as save time and resources in developing leadership and coaching skills
- The focus on creating effective leaders, promoting personal and professional growth, and fostering a culture of accountability can help the business achieve its goals, reduce risk and enhance its status and reputation
- The program can also positively impact the brand image and motivate managers, leading to an engaged workforce

Client comment

“As a Training Manager, I would highly recommend Coaching Culture if your aim is to create or shift the leadership culture in your business. I also strongly advocate partnering with LRMG as they really care about developing people and making sure that the training is executed in a professional manner. The facilitators and coaches are warm, engaging, and inspiring, as well as experts in coaching and people development.”

