

*Tailored*

DEVELOPMENT

DELIVERED BY GARY CHURTON



INCREASING PERFORMANCE THROUGH BESPOKE DEVELOPMENT PROGRAMMES

[www.tailored-development.co.uk](http://www.tailored-development.co.uk)



For me, the nature of business is personal – the core essence of every business is to provide someone with something they need. Payment (and profit) is a mark of respect for the quality goods or service you provide to them.

Respectful and clear exchanges are at the core of engaging leadership. A leadership style that I embed into teams and organisations.

And no, I DON'T rely on PowerPoint!

*Gary Churton*

## Tailored Development delivered by Gary Churton

With a background in regional hotel management I am quick to understand your leadership needs and business pressures. My 'business partner' approach means that I work hard to really understand your business and work alongside you to affect visible change and growth.

My Tailored Development programmes are tailored beyond just the obvious, with content that makes a difference and delivered in a style that demonstrates engagement and authentic leadership. My reputation for making a positive and lasting difference has meant that I have long standing relationships with many of my clients:

- > [RedefineBDL Management Ltd](#)
- > [Intercontinental Hotels Group \(LRG\)](#)
- > [Lancashire Police and Crime Commissioner](#)
- > [Lancashire County Council](#)
- > [Lancashire Parent Carers](#)
- > [Park Inn Hotel and Conference Centre Heathrow](#)



## Why Tailored ?

Tailored Development isn't just one approach, but a programme of targeted outcomes, flexible approaches and engaging delivery. It's an approach which has been proven to work with blue-chip companies and SMEs, for local authorities and the not-for-profit sector. Wherever you stand, Tailored Development measures up.

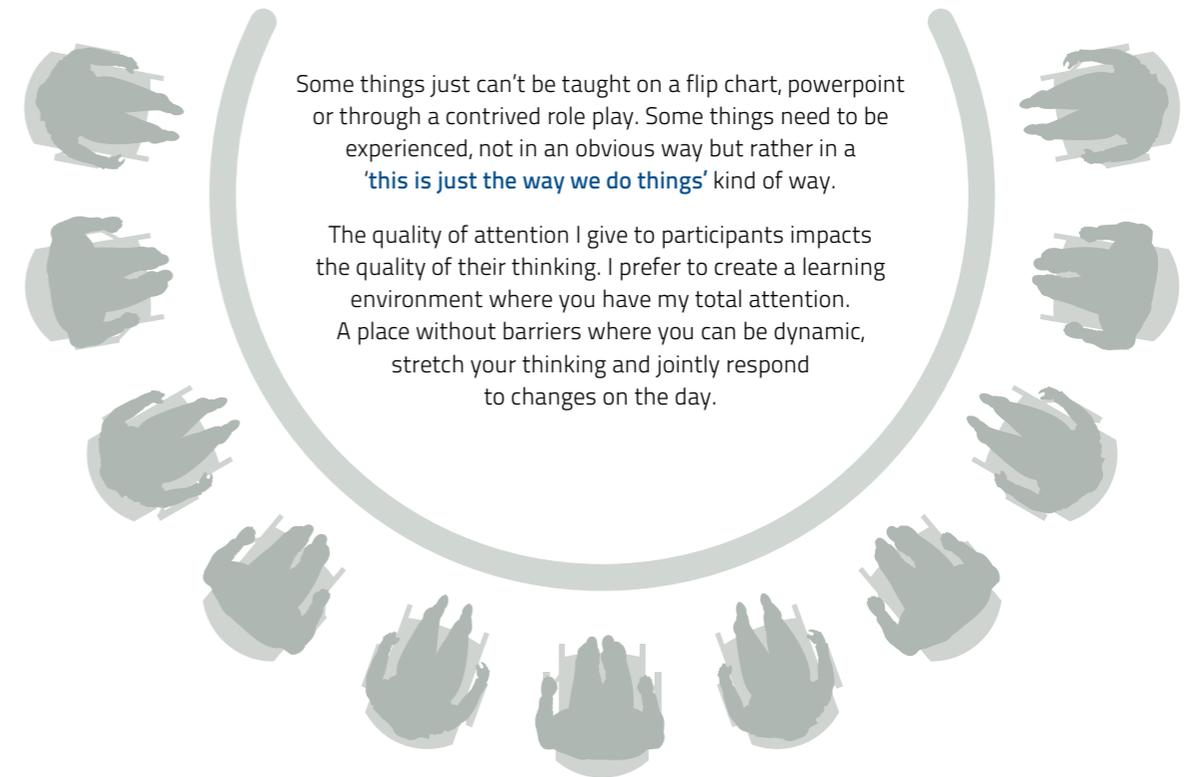
I deliver an approach that works for your business. This bespoke rather than off the shelf approach is focused on your needs, and has measurable benefits:

- Participants feel respected and valued as the message "you matter" is evident in the tailored content and delivery style.
- Leaders are reminded about the qualities of engagement as they see, hear and feel its impact.
- Participants are motivated to implement their learning in their work and are excited to report the progress they have made.
- This targeted approach enhances the bottom line as you get it right.
- Change and business growth happen.



## It's all about YOU and your development

In leadership the process is equal to the content. That's why I believe it is essential to have flexible development sessions without barriers - physical or emotional.



Case Study:

## InterContinental Hotels Group (LRG)



As a Leadership and Development Specialist I have been working with IHG (LRG) for the past two years. IHG takes employee engagement and leadership very seriously. Their belief in caring for those who care for their guests is an ethos which is paying off. As a market leader and an employer of choice, IHG were keen to continue their leadership journey based on quality, authentic leadership and employee engagement.

Taking time to design and deliver leadership development programmes that really fit the bill. It has been a pleasure to work with their General Managers, Cluster Managers and Regional Support teams in the North, Central and Heathrow regions to take their leadership and engagement to the next level.

After seeing visible benefits to the business, I am delighted to now be working with all General Managers, Area Managers and Function Managers across the whole IHG, LRG UK&I estate to develop a coaching culture throughout the business. I am also designing and delivering innovative development solutions to Heads of Department and Operations Managers across the LRG estate.



What the client thought:

"Gary has worked with IHG for the past 2 years developing a leadership programme for our General Managers which has been a huge success.

Gary is very experienced in his role and has guided us through a fantastic journey of leadership and development. He has a great ability to be able to engage with every personality and brings the learning to life so people can identify with their own leadership style and development needs.

Gary is now starting to work on a programme with our Operations Managers as a result of the successes we have seen with the GM programme. What stands Gary apart from other training professionals is that he works hard to really understand our business, what the end goal is we want and tailors his programmes accordingly. I have also recently used Gary to run a strength based leadership session with a group of senior HR professionals which was very successful and everyone commented on what a great trainer Gary is.

I would definitely recommend to use Gary if you want a leadership programme with real meaning rather than just the standard Powerpoint theoretical jargon that has put so many of us off what training is really about."

Rebecca Bailey,  
UK&I Area HR & Development Manager  
for Heathrow/North Regions  
IHG





## Case Study: Lancashire Police Authority



As with many public sector organisations, the regional Police Authorities were undergoing a period of significant change in terms of their purpose, governance and leadership.

The transition to become the new Police and Crime Commission was one which the Lancashire Police Authority would need a degree of support. Although the Authority could prepare itself for the impending changes, there were still many uncertainties over the transition.

With a long history of working with Lancashire Police Authority, I designed and facilitated specific management programmes and provided a unique coaching service designed around change management and resilience to facilitate their transition – a sound relationship and targeted approaches which continue between myself and the new office of the Police and Crime Commissioner.

### What the client thought:

“At the Police Authority we have engaged Gary directly on a number of occasions over the last six years to run bespoke training courses for our team.

Our bespoke courses have been largely concerned with team development and managing change. Having worked with us on several occasions, Gary has got to know our team and personality types really well and knows what will work best for us.

The consummate professional, Gary is approachable and customer focused. He obtains a clear brief and works with the client to ensure that he delivers the training that meets their needs and that they make the best use of their time together. He also works flexibly, where necessary, to accommodate changing needs on the day.

Gary prepares thoroughly and uses exercises and activities that are appropriate for the learning. He explains clearly, giving relevant examples and uses his sense of humour effectively. Being on Gary’s training courses is always a worthwhile and enjoyable learning experience. I recommend him to others without any hesitation.”

Christine Durber, BA (Hons), ACIS  
Deputy Chief Executive  
Lancashire Police Authority



# Samples of recent programmes

If your development need is linked to a behavioural or attitudinal change, management or leadership, individuals, teams or groups of people, speak to me first.

Here are some brief outlines of recent programmes Tailored Development has designed and delivered.

## Strength-Based Leadership

#strengthbasedleadership

Honing-in on natural skills and the talent that exist in an organisation; discovering ways to enhance it to deliver outstanding results. Achieving this is not only the sign of strong leadership, it makes great business sense too.

You will discover how to identify strengths and release potential, both within yourself and your wider organisation. Pragmatic and absolutely realistic, this workshop tackles the demands of fast paced dynamic organisations.

The outcomes you can expect to achieve include:

- Understanding the benefits of Strength-Based Leadership to your business.
- Identify when, where and how to apply this approach.
- Make your competency frameworks, development plans, talent management strategies, appraisal processes and progression plans truly deliver the business results you expect from them.
- Demonstrate how to make weaknesses irrelevant to achieving positive outcomes.
- Create a healthy feedback culture, inspiring people to continuously strive to achieve better from themselves and their colleagues.

## Emotional Intelligence (EI)

Emotional Intelligence is an essential skill in the modern workplace. A better appreciation of EI provides opportunities for greater self awareness, better relationships, enhanced professional practice and achieving greater results in your organisation.

By the end of the workshop, you will have the capabilities to continually develop and foster these skills in the workplace, enabling you to:

The outcomes you can expect to achieve include:

- Truly understand what Emotional Intelligence is, the factors that impact on it and demonstrate its value in your work.
- Greater self awareness and greater ability to manage emotions in yourself and others.
- Demonstrate the core competencies of Emotional Intelligence.
- Enjoy productive relationships, enhanced loyalty and maintain a healthy emotional climate in your workplace.
- Enhance employee engagement

## Engaging Leadership

Engaging others in the implementation of your leadership decisions is key to their smooth implementation.

This module is designed to help you achieve this outcome and to build greater capacity in the workplace by engaging your teams potential and unlocking their thinking.

By the end of this module you will have or will be able to:

- Clearly identify the hallmarks of engaging leadership.
- Utilise coaching skills as a leadership style to unlock your teams potential.
- Develop a sound level of self awareness and understanding of your impact on the business.
- Identified a range of opportunities within your wider business to unlock the potential of your teams.
- Understand how to use the skills you develop as a way to both challenge and support your leadership and business community.
- Implement a range of leadership tools to promote engagement in the workplace.

## Establishing your Leadership Identity

Understanding yourself as a senior leader and establishing a clear identity as others look to you to set the tone of the organisation.

During this workshop you will also identify how best to utilise your leadership team to enhance your market distinction.

By the end of this module you will have or will be able to:

- Developed an awareness of your tolerances, boundaries and non negotiable standards.
- Identified the value of authentic leadership and identified how your values and beliefs underpin your leadership style.
- Identified your key strengths as a leader and understand how to lead through your strengths.
- Identified key development areas for yourself and your leadership team.
- Established a strong leadership community.
- Create networks that support your business challenges.
- Greatly enhance your awareness of yourself and others.



## Developing Strategic Leadership Skills

To equip you with the skills and know how to operate strategically in your role, ensuring that the tasks get done whilst keeping that all important strategic view. These leadership skills are crucial tools in any fast moving organisation.

By the end of the modular program you will have or will be able to:

- Discussed the "Essence of Strategic Leadership" and associated behaviours.
- Developed your self- awareness by exploring the concept of "shadow" and using peer feedback.
- Identified your growing edge as a strategic leader.
- Examined authentic leadership and identified how your own values and beliefs support this style.
- Understand the levels of leadership and where strategic leadership sits.
- Demonstrate the seven core competencies of strategic leadership in your role.
- Display the attributes of strategic leadership.
- Explored the ongoing debate about leadership and management.
- Developed networking skills at a strategic level.
- Understand the power of a compelling vision.
- Know how to communicate a vision.

## Dealing with Change

To learn tips and techniques to deal with the daily challenges of change in the workplace, from initiating change to working through the transition.

You will learn how to stay focused and motivated during times of change and uncertainty.

By the end of the workshop you will have or will be able to:

- Understand and recognise a range of reactions to change, in yourself and others.
- Use frameworks to help you clearly communicate your needs.
- Engage tools for problem solving and identifying options.
- Practice communicating change to motivate yourself and others.
- Recognise the different stages in the process of successful organisational change.
- Demonstrate how you can implement those stages in your own situation.
- Identify what you can control and influence about changing situations and where you should be focusing your energy.

## Resilience in the workplace

As workloads and expectations increase, developing new and different ways of working and managing yourself is crucial.

We will explore situations that might test your resilience whilst doing your job and develop a range of strategies to maintain your resilience. You will develop very practical skills to use on a daily basis and share with others too.

By the end of this workshop you will have or will be able to:

- Understand your personal approach to challenging situations.
- Explored a range of techniques to maintain resilience.
- Protect and maintain your own wellbeing.
- Communicate in a way that is neither demanding nor punishing to yourself or others.
- Identify what you can control and influence about situations and where you should be focusing your energy.
- Better understand what drives your behaviours.
- Apply what you learn to the workplace.

## Continuous Improvement

Ambitious, dedicated leaders who want to make a positive impact on their business are always looking for ways to improve.

This workshop is interested in how you as a leader can foster a culture of continuous improvement throughout your business.

By the end of this workshop you will have or will be able to:

- Sharpen your observation skills on a content, process and behavioural level to identify important opportunities to do even better.
- Create a healthy and focused feedback culture.
- Use techniques to identify and change repetitive processes and behaviours that don't add value.
- Share and use techniques to help individuals and teams to be enthusiastic about continually striving to improve.
- Directly transfer what you learn into the workplace to motivate and inspire your team to continually improve.



## Case Study: Lancashire County Council



Lancashire County Council employs approximately 18,000 people in a variety of roles and services to support the diverse needs of its residents.

For the past ten years I have worked across the whole authority delivering front line and senior leadership programmes to meet their specific needs.

On several occasions I have been called upon to use my facilitation skills during meetings between NHS, Fire Services, Social Services and other partner organisations to ensure they achieve their challenging outcomes.

It has been a pleasure to recently deliver a five day Senior Leadership Development Programme for the Children and Young Peoples Directorate and I am delighted that it proved to be a huge success.



### What the client thought:

"I have known Gary for over eight years as a client.

Gary is a highly professional consultant designing and delivering a range of personal development / leadership and management programmes.

I recently commissioned Gary to design and deliver an intensive, five day Senior Leadership Programme for Senior Leaders in the Directorate for Children and Young People.

As experienced leaders, many participants had previously attended a range of management and leadership programmes. From the very start of Gary's programme the feedback has been outstanding!

I have received feedback to say that this programme is infinitely better than what participants have attended with other providers with comments about the content, pace and delivery which was tailored perfectly to their needs.

As a busy manager in a large organisation it is important to have reliable and skilled contacts like Gary who I know and trust to deliver every time!"

I have no hesitation in recommending Gary and Tailored Development.

Karon Taylor  
Workforce strategy and OD Manager  
Directorate for Children and Young People  
Lancashire County Council



## Case Study: RedefineBDL Management



RedefineBDL Management is the UK's largest multi-brand management company for both branded hotels as well as unique standalone hotels.

Incredibly successful in its continued growth and well respected in its operations. With the continued growth of RedefineBDL, the senior leadership team recognised that their leadership approach needed to keep ahead of the changing demands of the business.

As well as delivering a bespoke leadership programme to the Board and Senior Leadership team, I am pleased to have delivered a leadership programme to all their UK based General Managers and support teams to embed a leadership style that supports the new pace and direction of the organisation.



### What the client thought:

"I have had the pleasure of knowing and working with Gary over the past 12 years and have brought him into my existing and previous organisations to focus on developing management and leadership capability.

I particularly like Gary's brain friendly approach to development, preferring not to use powerpoint, but facilitate group discussions and exercises to draw out the learning.

I am currently utilising Gary's skill to develop Board and senior team members in a cohesive, team focused leadership style in a company that is growing at a very fast pace. I have always found Gary to be able to integrate into any business or team, build relationships that allow him to challenge and stretch people and deliver results.

With so much competition in the leadership development marketplace, I am sure Gary will go from strength to strength based on reputation and the excellent results his learning interventions deliver.

I personally will carry on using him in whatever role I have and would highly recommend him."

Susan Bland  
Head of Human Resources  
RedefineBDL



## In Summary

I work with you to design and deliver meaningful development solutions that make a real difference to your business.

I provide a wide range of solutions such as:

- > Bespoke leadership and management development
- > Masterclass workshops as part of your meetings and conferences
- > Residential and modular programmes
- > Team building
- > Experiential learning
- > Executive coaching
- > Mediation and conflict resolution



## Testimonial

"I have worked with Gary over three years and seen the value he adds to our team engagement, skills development and behavioural maturity.

Gary brings structure to development, meaning the diverse management team can see a path to their own growth which is consistent yet individually tailored.

I have also found that Gary can be an excellent judge of group dynamics which has helped our team to develop its own identity and develop in a safe yet challenging environment.

These attributes make Gary stand out from other 'trainers' who simply deliver modules that they believe are right for us, without checking and consulting with us first!

I would have no hesitation in offering my strongest recommendation for any similar programme of development."

Phil Bland  
Area General Manager  
Heathrow Region  
IHG



For more information call: 07814 873 433  
Email: [gary@tailored-development.co.uk](mailto:gary@tailored-development.co.uk)  
or visit: [www.tailored-development.co.uk](http://www.tailored-development.co.uk)

7 Nursery Fold, Flookburgh, Grange-over-Sands Cumbria LA11 7JR

