

Winning more business at Progress International with a highly competitive 360 service offering

Progress International specialises in change management and works with both private and public sector clients. Their approach looks specifically at the behavioural and attitudinal shifts required by people to create change but, more importantly as Nicholas Fry, Director at Progress International highlights, they look to create change which is sustainable.

From becoming a Consulting Partner with Head Light and using Talent 360® with its clients. Progress International has:

- A tailorable, flexible 360 degree platform on which it can build bespoke 360 assessments for its clients
- A unique differentiator for its client offering, helping it to win new business, build revenue and generate incremental profit

The challenge

With Progress International there is no off-the-shelf solution. Each client organisation faces different issues and challenges and Progress International tailors the learning and development interventions accordingly. But the starting point is always the same: identify the specific needs of the individual. This then informs the design of the programme. *"360 surveys form a core part of our approach. They help us gather rich information about a person both before and after learning or coaching. It means that we can show very clearly any competency shift by individual, team and the organisation,"* comments Nicholas. He continues *"We create the 360 ourselves by working closely with our clients helping them identify their core competencies if they haven't already done so. We then develop a bespoke questionnaire just for them."*

"Many years ago, these questionnaires were paper-based. We then moved to a spreadsheet-based format but some practical problems remained when IT inconsistencies even within the same organisation became apparent. We knew that there was a compelling logistical argument for our clients for us to move to an online system: we predicted a better user experience, increased takeup and a speedier process."

"The challenge for us was clear. We needed to identify an online system capable not only of delivering the process complexities of a 360 survey within a client-branded site, but also one that could adapt to run the bespoke questionnaires we design and support the way in which we work to offer the total flexibility our clients need," Nicholas continues.

Faced with a crowded market of 360 suppliers, Nicholas knew that he needed a 360 partner which was as agile as Progress International and one which was willing to support their own client development.

The solution

Progress International carried out a detailed review of the market before deciding to work with Head Light and their Talent 360® platform. *"It was clear from the first meeting and product demonstration that Head Light is committed to developing the very best 360 product available. It was also obvious that they recognised the issues that exist with 360 as a technique and had created innovative ways of side-stepping them,"* comments Nicholas.



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The results

Having used Talent 360® over some years with a large number of clients, Nicholas recognises that the value of using the system goes beyond that of simply obtaining rich information to help develop their clients’ people. He explains *“We’re able to show our clients a true return on investment as well as introducing some highly practical elements: for example our clients can get to see a real time status of their projects.”* Nicholas continues, *“Working with Head Light gives us the flexibility we need. We’re able to develop our own assessments and questionnaires and deliver them online after shaping the process and ‘look and feel’ specifically for our clients. We have the power to meet their clients’ needs without having to constantly refer back to the supplier. It works brilliantly for us. On our own we wouldn’t have the technical capabilities to develop such a sophisticated system. Using it has meant that we can offer a slicker, more professional looking 360 and a far fuller managed 360 service to our clients so we stand head and shoulders above our former competitors.”* And the subsequent impact on Progress International has been great.

“Talent 360® has made a real contribution to our business – we have been able to win new clients, keep the competition out, bill additional revenues and, importantly, generate incremental profit.” Nicholas continues *“We recently won a bid to work with BUPA on a 360 assessment – and that’s because we could combine our own approach to, and expertise in, developing the skills and competencies of people with the quality of the Head Light solution. After talking the requirements through with the Head Light team, they responded to our needs by modifying the software for us. We were then able to offer BUPA a complete BUPA-focused solution, using their own branding, colour coding, terminology and imagery. I don’t think we would have won this work or even been on the shortlist without Talent 360®.”*

Next steps

Going forward Nicholas believes that the Talent 360® system will open up new areas of value that he can then package and deliver to his clients. *“As with all IT systems, we use a relatively small part of its capability but it is good to see that there areas we can tap into when the need arises.”* *“I see great potential in PAPU-NANU – the approach developed by Head Light to categorise, prioritise and distil 360 degree feedback information – and when we start to use this more fully, I think this will separate us yet further from the competition.”*

Progress International is a strong partner of Head Light – a partnership that works for both parties. Ian Lee-Emerly comments, *“We were able to support Progress International in their proposal to BUPA, and with their other clients, because of our common belief in how we should work together. The feedback we get from Progress International and our other partners feeds directly into our product development which means we are always at the cutting edge of what practitioners need our systems to do – and that’s good for all of us.”*

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