

Resource Leadership Management Programme

'Making a Difference'

'Enhancing customer experiences and boosting sales conversions by 63% this year.'



Rhiannon Berry, the Storage Team Leader at **blue self storage** (formerly Cardiff Self Storage), masterfully manages a diverse team. She oversees customer services and drives the sales and marketing strategies. Essentially, Rhiannon is a versatile leader in the Self Storage industry.

Rhiannon joined the Resource Leadership Programme, crafted to enhance the skills and self-assurance of existing and aspiring managers. The programme focuses on leading, engaging, and delivering team and organisational goals and projects.

Before starting, Rhiannon had her manager perform a 360-Competency based evaluation. It revealed her strong technical skills but noted a lack of self-confidence, particularly in public speaking. Also, the need for her to understand that she can let go and disconnect from the business when she needs a little reboot.

The Resource Programme was delivered through a combination of ten face-to face modules, one to one coaching sessions, action plans and work-based activities, along with the implementation of a Making a Difference change/improvement project.

Over the past 18 months, Rhiannon and seven other managers participated in Leadership and Management workshops across the UK, from Cardiff and Gloucestershire to Liverpool, Newcastle, and Dublin.



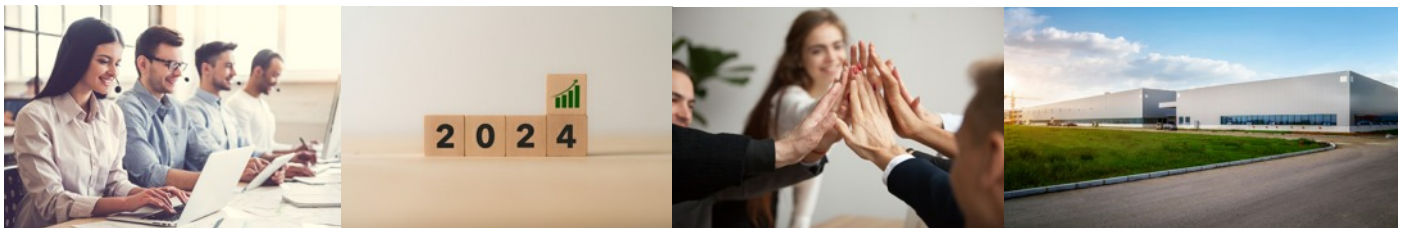
Making a Difference is an integral part of Palladium Leadership and Management programmes. Delegates are challenged to make a difference through individual innovative change or continuous improvement projects and provide feedback to their peer and management group. Previous projects have focused on reducing supplier costs, improving productivity or output, improving business systems or process efficiency, increasing sales revenue, improving customer care and reducing operating costs. These projects also provide a real work environment for delegates to implement the tools and techniques, embed their learning, and demonstrate their competence and confidence in a leadership role.

Rhiannon's Making a Difference project focused on customer experiences and to increase sales conversions by 63% this year. She also sought to boost her team's performance and confidence in dealing with clients through in-house phone training and monthly mystery shoppers. Rhiannon also recognised an opportunity to improve the capacity of not just one but two of the self storage sites.



The Results from Rhiannon's Making a Difference Project:

- More confident & Knowledgeable Team
- Mystery Shopper Averaging 80%
- Smarter Telephone System
- Conversion Rate 63%
- Site Capacity
- Happy Team - Living the Dream!



Upon completion of the Resource Leadership Programme, we invited all managers to complete an evaluation form and this is what Rhiannon had to say:

Attending the programme was an invaluable experience that provided me with several key takeaways. Firstly, I gained a significant boost in my personal confidence, particularly in my leadership and decision-making abilities. The blend of seminars, coaching sessions, and action plan reviews allowed me to refine my management style, helping me to lead my team more effectively and with greater clarity. The tools and techniques I learned throughout the modules have been essential in improving my ability to handle challenges, manage conflict, and inspire others.

The structure of the programme, which included both half-day and full-day seminars, along with one-on-one coaching, ensured that I could apply the concepts directly to my work. This approach deepened my understanding of leadership principles and enabled me to put theory into practice almost immediately.

Another standout element of the programme was the Making a Difference Project. By identifying and implementing a change initiative in my business area, I had the opportunity to not only demonstrate my growing leadership ability but also contribute to measurable improvements. This hands-on project helped me solidify my learning and also proved how valuable the programme was in real-world application.

Additionally, working towards the ILM Level 5 Qualification in Leadership and Management reinforced my learning journey. It helped me develop a more structured and strategic approach to leadership, enhancing my ability to manage teams and drive results effectively. The qualification, along with the insights from the programme, has equipped me with a broader toolkit to navigate complex business environments with greater confidence.

Overall, the programme significantly strengthened my leadership capabilities, deepened my understanding of management principles, and helped me become a more self-assured and adaptable leader.