

# Personal Branding With Walking TALL

## Case Study - Atkins Global Limited



### **Background**

Walking TALL were approached by Graham Roberts, Managing Director of the Water and Environment Division of Atkins Global Limited, the UK's largest engineering and design consultancy and the world's 11th largest design firm.

Graham had 'inherited' a Board of Directors and wanted to develop a strong brand impact within his team, including himself, which would also reflect and reinforce the corporate brand of Atkins. As an added benefit, this programme would provide team building and personal development, whilst helping him to get to know his Directors better. It was essential to Graham that the team members were coached in an environment that would allow them to feel comfortable opening up to each other as a group and to their coach - Lesley Everett - individually. Graham wanted to demonstrate his commitment to the personal brand development of his Board whilst achieving benefits to the organisation of a motivated, impactful and cohesive division.

### **The Objectives:**

- Stronger corporate Brand demonstrated by the Board
- More consistent and effective communication
- Enhanced personal impact and executive brand from individuals

### **The Proposal**

Walking TALL proposed a combination of team Personal Branding Workshops, Personality Profiling and one to one Executive Brand Coaching sessions. The group included Board Directors from all of the business functions, so the coaching needed to be in a format that would engage both technical and creative people. The analytical nature of the personality profiling countered by the interactive personal branding masterclass was designed to make individuals consider and define their leadership brand and clarify strengths.

*"I would recommend this programme to anyone who manages a team - one of the key things I took from it was that as a manager you are a role model to your team, even if you aren't conscious of it, and how to be aware of what you are projecting consistently. This was exactly what we were looking for and was tailored to meet our requirements."*

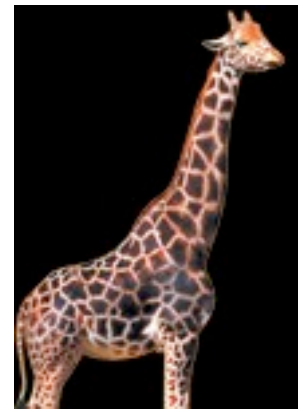
**Karen Phillips - HR Director**

*"Personal development is always an ongoing task - this was a great kick start, and I found the one to one session was enormously helpful. The combination of the personal branding and the personality profiling was extremely clever because it allowed people to take it on at various levels to suit themselves"*

**Graham Roberts - Managing Director**

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The group sessions allowed the team to work publicly with feedback gained, and discuss the perceived brand of each individual. The more private work with Lesley individually, allowed them to articulate personal goals and put an action plan in place to build their profile, visibility and leadership brand.

Having discussed the options with Lesley and understood how the programme could be tailored to suit Atkins requirements, the coaching took place over several weeks.

## **The Content:**

- Group personal brand and personality profiling workshops
- 1-to-1 Executive Brand Coaching programme for each Board Director
- Profiling Report
- Personal Development Plans

## **Summary of Results:**

- Greater understanding of individual Leadership Brands and personality types
- Improved communication within the executive team
- More consistent corporate brand messages projected and demonstrated by the Board
- Enhanced personal authentic impact by the individuals involved

## **Working with Walking TALL**

If you would like to find out how Walking TALL can help your organisation maximise it's brand through it's people contact us using the contact details below.

*“Lesley practices what she preaches by Walking TALL, she made a connection with everyone, even the most skeptical participants who thought this would be about the way we look. The coaching has given me more clarity and confidence in my presentation skills and helped me to become strategic rather than reactive.”*

**Imogen Parker -  
Marketing &  
Communications  
Manager**

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