



**Helping you to  
press the right buttons**

**Maximising individual  
and team performance**

# Nothing matters more

In the current climate, strong performance in teams and individuals is essential. Knowing what makes a great performer has always been a tricky business because skills and competence testing don't identify that extra special something that makes a person excel. We have found that it's not unusual for employers to have a team of people who consistently out-perform others but they just can't identify why or how that happens.

And that's where we can help. We have the techniques and the experience to help companies strengthen their sales performance by understanding what makes high performers tick and by helping salespeople understand better how their customers behave, think and talk.

## We can help you

### Get under the skin of your people

- ▶ understand your people with more certainty
- ▶ predict how a team is likely to interact in any situation
- ▶ be sure about who you are recruiting

### Achieve more

- ▶ understand how to make the team more efficient
- ▶ increase your team performance
- ▶ resolve team conflict

### Get better rapport

- ▶ manage your team in ways that play to their strengths
- ▶ communicate with each other more effectively
- ▶ have better alignment as a team
- ▶ increase rapport with your customers

## Get under the skin of your people

Our techniques enable us to understand people at a below conscious level.

We can profile people and give very accurate readings on what is likely to motivate and demotivate them. We can predict how well team members are likely to get on together and where their behaviours will be similar and different. We can accurately determine who is likely to be better at some roles and not others. We can help put dream teams together which work to maximum alignment and effectiveness.

## Achieve more

We can successfully model the performance of your top people including attributes and habits that they and you may not consciously be aware of. The models we create can then be used to pass those skills on to others and to make sure you build these criteria into recruitment, new business and client servicing.

We increase staff retention by getting the right people on the bus and sitting them in the right seat. We deliver an increase in individual and team performance by matching the right roles with the right people. We are particularly effective at identifying how well suited people are to the jobs and tasks they are required to perform, and what would have to change in roles or procedures to make them more effective.

We can also help your managers exhibit the behaviour that will reduce stress and conflict in the workplace. This in turn drives reduced staff turnover and higher productivity by improving staff motivation and commitment.

## Get better rapport and empathy

We use LAB and other tools extensively to help clients understand how to communicate with their employees. We identify the linguistic styles that employees respond to and train our clients to mirror their patterns.

The same techniques that we use to profile your team can also be used to profile your customers. By reviewing all of your client's communications we could determine how well you are mirroring your customers and in doing so would uncover hidden barriers to engagement.

We can train your sales and client service team to recognise different customer types by listening to the language they use, to identify underlying customer wants and needs that are less obvious or explicit, and to overcome hidden objections.

## Benefits of our approach

- ▶ Enhanced performance levels
- ▶ Better suited people
- ▶ Better alignment of team members
- ▶ Deeper appreciation of strengths, attitudes, motivations and values
- ▶ Reduced staff turnover
- ▶ More effective team management
- ▶ Improved communication and listening
- ▶ Increased trust and support in the group
- ▶ Empowered individual

## Who we are

Intervention Space was originally set up in 2000 to develop new approaches to understanding what drives human behaviour through communication. The long term aim was and still is to achieve more accurate and effective routes to recruiting high quality people, developing performance in teams, getting organisations aligned to a vision, getting people to deliver the right behaviours – more effective interventions inside the organisation and outside in the market place.

We help our clients to transform their business and re-think the way they engage with staff, customers, partners, influencers or other stakeholders – as well as improve the way various parts of the business operate and interact with each other.

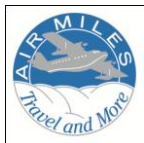
What makes us different is the way we combine expert capabilities in business strategy with research, training and coaching. This combination enables us to provide our clients with a deeper understanding of the hidden motivations and cultural factors that are likely to affect performance. This aligns with coaching and

training interventions that help our clients reach targets faster, improve communications and work more effectively.

We have a variety of tools and techniques which includes using Language And Behaviour research (LAB profile) and profiling techniques. By analysing the language patterns people use, LAB profile enables us to discover what drives their motivations and behaviour, how they process information, how to build rapport with them and the best way to communicate with them to deliver the best results.

## Outcomes

Here are a few examples of our work:



LAB segmentation of 200 sales and marketing staff – including performance gaps, role fit and attributes of high potentials. The net result was a 26% increase in revenue generation from all those who underwent the training.



Development of a model of excellence for frontline staff, as the basis for recruitment, assessment and development – reducing churn by 23%.



Developed a recruiting profile that models winning behaviours. It's now been in place for six years.



Coaching senior management team and supporting the development and implementation of a five-year growth strategy. Coaching and training on management techniques. So far growth has out-performed predictions.



Supporting the creation of a new management structure and putting in place performance targets to maximise growth. Coaching and training on management and communication techniques. Senior management team now in place and performance is on target.

## For further information

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