

## C-me helps to unlock potential, attract great talent, and accelerate personal and professional development

“We were incredibly proud to rank Sunday Times number one place to work in the South West 2018. One of the main reasons for our high levels of staff engagement, we think, is the importance we place on personal development. C-me has become an indispensable tool for ForrestBrown’s professional development framework. It helps staff get on, and quickly learn how to collaborate with one another. The leadership team also get a better understanding of what motivates and what drains their direct reports. “

“We have taken C-me right into the heart of what we do. We understand that everyone is different, and we have seen that our staff interact best when they know their colleagues’ communication preferences; this has become the foundation of managing and supporting individuals within our teams. We celebrate our differences and openly embrace both strengths and weaknesses. Not only is it the right thing to do, it just works.” - Simon Brown – Managing Director and Founder, ForrestBrown

### ABOUT

Established in 2013, ForrestBrown is an award-winning tax consultancy specialising in research and development tax credits. ForrestBrown prides itself in striving for and achieving excellence in everything it does, and we do that through a team of dedicated, passionate, and generous people. We now employ more than 130 people with diverse backgrounds including science, engineering, and technology, working with all manner of sectors who participate in R&D.



The ForrestBrown team (the same way/day, wearing the primary and secondary colours from their communication profile)

ForrestBrown®

### THE CHALLENGE

Life at ForrestBrown is characterised by a unique culture of which we are immensely proud. The environment is exciting and fast paced, and we have seen growth at a phenomenal rate. This has meant we put together teams who have high standards expected of them from day one.

So, whilst we are lucky that we attract great talent, we were in search of ways to rapidly unlock our employee’s potential and support their rapid development both personally and professionally. To do this whilst we doubled in size during a mere two-year period certainly posed a challenge, particularly as we were not prepared to compromise on our values, commitment to excellence or client service.

“We were in search of ways to rapidly unlock our employee’s potential.”

### THE SOLUTION

We recognise that much of our success is rooted in our focus on excellence, communication and relationships.

“We sought after a cutting-edge solution that would give everyone in our team access to development that would support their growth and performance.”

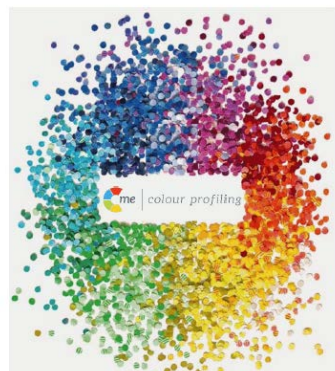
The leadership team could see there was potential in introducing an external perspective and training to complement our internal support networks and C-me was chosen.

**“Ultimately C-me provided a universal language, a shorthand, that could be used to accelerate self-reflection, team understanding and organisational evolution.”**

### WHY C-ME

C-me was chosen as it simplified what could be a very complex topic, producing in-depth, quality information whilst not being an administrative burden.

C-me itself is so versatile and can be used at the individual, team or organisational level. Individually it aids self-reflection and personal development. It provided our teams with a tool that could be used both personally and professionally. Organisationally it helps to inform recruitment right through to targeted training provisions.



High Performance Plus

Ryan

17 October 2019

### RESULTS/BENEFITS

Members of the People team and Leadership team became accredited in C-me in order to properly support the rollout of C-me within the business. This has given us great coverage to be able to incorporate C-me into a variety of areas of the business including recruitment, onboarding, and development.

C-me has become a core tool that people are introduced to on day one and continues with them on their career journey within ForrestBrown.

Upon starting, individuals receive a personalised report session. This is followed within their first 3 months by a foundation workshop. The initial introduction of C-me culminates in a team effectiveness session which is great for integrating new starters and celebrating their success as they become “official” ForrestBrowners.

C-me skill building workshops have followed for many, looking at feedback and delegation, presentation skills and authentic leadership with emerging leaders. These sessions have helped to embed C-me into our everyday way of working and communicating with each other and clients.

The addition of an advanced ‘C-me Dashboard’ gives us immediate access to reports, team wheels and organisational data, helping us to continually support and develop people across the business.

### FUTURE PLANS

As we evolve our development programs, we anticipate that the integration of C-me will continue. It is already reflected in the language used in meetings, development discussions, and agendas, and given our teams’ exposure to C-me from day one, it makes sense from a continuity perspective to continue to align to the principles and language of C-me with our wider people development initiatives.

We recently made use of the C-me 360 feedback tool with our senior managers. This is something we will explore to see how best we can use it to support our future leader programme. The ease, convenience and familiarity with C-me means that it is a far more practical solution to use C-me than launching something internally that would divert resource from other areas of the business.

**“Whilst our staff benefit from C-me at an individual level, ForrestBrown as a company has seen record levels of engagement and advocacy within our new-starters cohorts, and low levels of staff turnover.”**