

Avanti Homecare

Case Study



Overview



Background



How We Worked Together



CEO coaching



Senior Team Development



Manager Skills Development



Values in Action



Summary of Our Impact

Background

Avanti Homecare is a provider of high-quality domiciliary care services in Derbyshire. Established in 2018, Avanti is a family business which was created with the aim of building a service that the family would trust to look after their own family if needed.

To support their growth ambitions, Avanti recognised the value of investing in their people – and that's where our partnership started!



Natasha, Founder at Impact People & Change



It has been a pleasure to support the Avanti journey over the last few years, and we are delighted to showcase our work in this case study.

How We Worked Together

Avanti initially approached Natasha to address some individual management difficulties. Through this work, together, we highlighted a range of other areas that would support business growth and set the right foundations for success.

The aim of our partnership was to:

- Support the strategic growth of the business through CEO coaching
- Build team effectiveness across the senior leadership team through group workshop(s)
- Develop the skills of front-line managers through an interactive management development programme
- Develop the values for Avanti and support implementation to translate the value into action



We are a completely different business from when you started working with us. Working with a fellow business owner is like working with a peer, working side by side rather than as an additional employee.



AVANTI
HOMECARE

**Avanti Homecare, a Family run home care
business based in Derbyshire**

CEO coaching

Our role

Natasha and Lis worked together for a year through **monthly one-to-one coaching sessions**. Balancing support with challenge, Natasha used insights and probing questions to **stretch Lis' thinking and encourage practical action** to be taken between sessions.

Our Impact

Lis shared that the **opportunity to discuss challenges** with someone outside of the business was invaluable and the **accountability** pushed her out of her comfort zone to take on leadership tasks that didn't align with her natural strengths. Lis has since implemented a **regular performance-feedback** conversations and **strategy setting sessions** to ensure the business is on track with its growth plans.



Lis, Chief Executive Officer



The monthly development review piece I'm doing now shows that if we put the hard work in, we can achieve our goals. Thank you Natasha for challenging me to help us grow!

Senior Team Development

Our role

Through a **series of group workshops**, as an external facilitator, **Natasha was able to ask the difficult questions** that are hard to approach internally, was beneficial to Avanti's **senior team development** and something that would benefit most people.

Our Impact

Lis shared that the **solidity of the senior team was secured** through the support of Natasha, with team members being encouraged to **share one another's strengths, celebrate each other**, and **give constructive feedback**. There is now **mutual trust** and **shared team identity** amongst the senior team, and Lis, as a CEO, has **grown more confident** in her role as a leader supported by a reliable team.

“

It would have been very difficult for me to have led the discussion; you need someone there asking the difficult question that you might shy away from. It's been so important for us to engage in those discussions, and it hasn't always been easy, but that is where the learning comes in. We have felt and seen that journey as a team as an evolution of the business through our time working with you.

”

The new manager training encouraged managers to reflect on their own experiences and understand the value of giving and receiving feedback. The goal to grow people from within was **achieved** by providing the manager's skills and enabling them to drive their own performance through encouraging feedback conversations which are now demonstrated up and down the business. Natasha encouraged managers to **be specific** in **delivering feedback** to employees and to be critical without the concern that this might push people away. Elisabeth found that coaching delivered through Impact People & Change allowed the team to understand **the importance of receiving developmental and positive feedback** and seeing this as **something positive**.

Our Impact

The team found that working with Natasha allowed them to **uncover blind spots** which had initially been overlooked and allowed them to understand certain issues.



Coaching with Natasha helped me identify what kind of leader I want to be and what impact I want to have on people. It's enabled me to make a great shift in my style of thinking, and I'm so much more confident when it comes to strategising and decision-making in my role.



Imogen
Chief Operating Officer

Values in Action

Our role

The **company values**, such as '**listening to our people**', make Avanti stand out, and the values development project ensured that these became **embedded amongst the team** resulting in a real **culture change** where employees felt that they were being invested in and **feedback was encouraged** up and down the business.

Our Impact

Lis found the **values development** particularly beneficial to the business, with people really embracing the approach to reinforcing company values and **holding one another accountable for upholding these**.

“

The values work has been an amazing success! Everyone's really embraced it; they live it. Staff members have been calling one another out if they aren't demonstrating the values such as “we are one team”. Everyone's been thinking about it, which has embedded our values in the business.

”

Reflections



It's taken a lot of hard work to get there, but we are now a completely different business working really well together and looking forward to implementing our new skills internally. What you have done for us has been brilliant!



I really appreciated the good relationship we had. When I asked for more coaching, you said yes but asked why to make sure this was a necessary investment rather than a crutch to lean on. You encouraged me to build the skills to resolve issues myself rather than seeking assistance every time. We worked together for a long time, and having that length of partnership was important because you'd seen our journey and could help us to make changes and resolve issues more efficiently.



Summary of Our Work Together

Bi-annual
**senior team
development**
sessions

50+
Hours Coahcing

ALL
students have
secured interviews
or paid work

10
managers
completed the
**Manager
Development
Programme**

One **Values
Framework**
Launched

2+ Year
partnership

**Manager Career
Development**
pathways established

Monthly
CEO support
sessions

50+
Hours **volunteered**
by mentors and
career talk
speakers

80%
of students felt that
the programme
positively impacted
their **resilience**

To reflect the ongoing partnership, colleagues at Avanti Homecare continued working with us following completion of their coaching or manager development, through participation in our Aspire network for new and aspiring women managers, and by mentoring young people as part of our social action mentoring programme.



Impact People & Change, 2023 (c)

