



# THE PROVEN WAY TO TRANSFORM YOUR MANAGERS' PERFORMANCE WITHIN 6 MONTHS



If you could transform the performance of all of your managers in the next 6 months, what benefits would that generate for your organisation?

## BACKGROUND

After a decade of working with organisations across all sectors, Notion's STAR<sup>®</sup> model came to the attention of the UK Government as a potential **"advancement in the science and practice of management"** that could "positively affect productivity".

Notion was awarded Innovate UK funding by the Department for Business, Energy and Industrial Strategy (BEIS) for an extended academic research project to assess the measurable impact of their award-winning, blended management development programme STAR<sup>®</sup> Manager.

DELIVERED BY: EVALUATED BY: SPONSORED BY:



The groundbreaking trial included 62 organisations across 14 sectors and the results were independently analysed and evaluated by the London School of Economics.

## THE PRIMARY OUTCOME

The number of participating managers made this a statistically significant academic study.

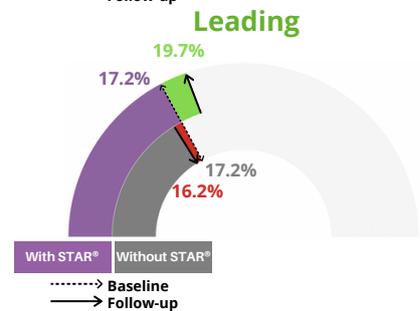
The **primary outcome** was the proportion of time during the average working day that managers spend 'coaching' others versus the time spent 'leading', 'managing' or 'doing' work. Managers were asked to report how much time they spent in each of these domains at the start and at the end of the 6-month study.

By the end of the study period, the primary outcome showed a **statistically significant difference** between the managers who had been on the STAR<sup>®</sup> programme and those in the control group who had not had access to it. **Managers using STAR<sup>®</sup> were now spending 70% more time coaching** and also spending some **more time leading too**. The impact of this shift had other positive benefits for the organisations involved (detailed over the page).

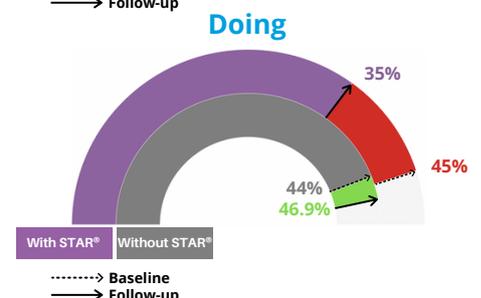
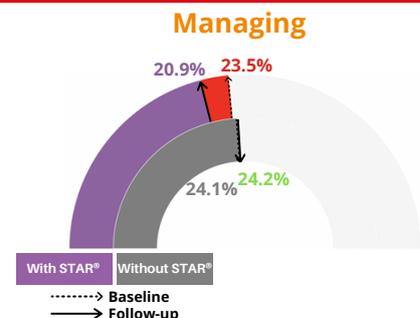
By contrast managers without access to STAR<sup>®</sup>, **decreased** the amount of time coaching by 14% and faced with the COVID-19 crisis, their default response was simply to 'do' more.



Managers on the STAR<sup>®</sup> programme increased their time spent coaching by **70%**



...and spent less time 'managing' and 'doing'



# ADDITIONAL OUTCOMES

A total of 35 variables for managers and 14 variables for organisations were analysed. The study identified positive trends in several other important, productivity-related outcomes at the 6-month follow-up point for managers and organisations who had had access to STAR<sup>®</sup> compared with the non-participating managers and organisations (the 'Control Group'), including:

- Higher increase in Gross Asset Value
- Increased skill levels in **all 9** management competencies
- Increased levels of recruitment
- **Improved staff retention**
- **74 x learner ROI**

Managers on the STAR<sup>®</sup> programme also documented in their *Success Trackers* **£19 million of potential benefits**. This equates to an **average of 74 x ROI** per participating manager including fully built up costs.

Despite the pandemic, 63% of managers continued their STAR<sup>®</sup> Manager journey beyond the formal closure of the 'study measurement window'. This is testament not only to the value they were deriving from the programme, but also to the capability of the interactive virtual programme itself to stimulate learner engagement and momentum.

“STAR<sup>®</sup> has enabled our managers to promote a **growth mindset** - ask more powerful questions and focus on coaching rather than just managing. This has given them **more time** to think strategically, drive process improvements, deliver projects and lay the foundations of our continued growth and evolution.

HR Manager at Amino Technologies

## IN SUMMARY

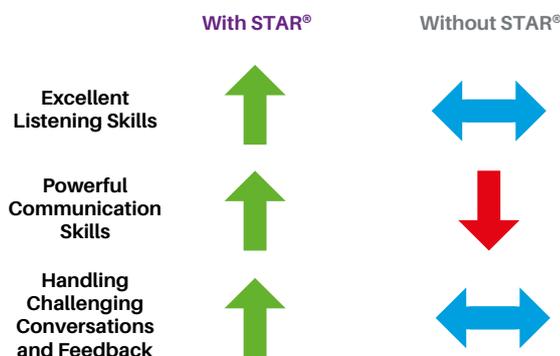
The study found that when leaders and managers use the STAR<sup>®</sup> model to help them adopt an Operational Coaching<sup>®</sup> style of management they begin to 'tune in' to the opportunities around them more often and are then able to ask better and more insightful questions of themselves and others. This in turn contributes to a change in organisational culture which invites curiosity, debate and new dialogue, stimulating a response to ongoing change that is altogether more proactive and which can lead to **increases in employee engagement, productivity, innovation, collaboration, performance and organisational growth**.

### Higher Increase in Gross Asset Value



### Increased skills in all 9 management competencies

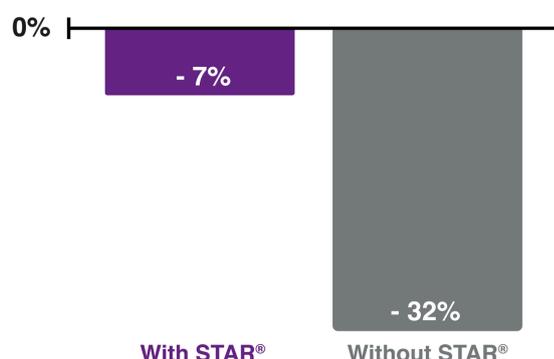
Including interesting trends in 3 of the key skills for Operational Coaching<sup>®</sup>



### Increased levels of recruitment



### Improved staff retention



### £19 million recorded benefits: 74 x ROI

% number of successes  
£m/£k  
Total value of successes

