

The logo for 4twenty2, featuring the number '4' followed by 'twenty2' in a lowercase, sans-serif font.

Creating commercial impact at Kantar



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Need

To ensure their very experienced team could deeply explore how they engage with clients, lead their teams and how they each personally approach the way they work to maximum effect.

How

10 years of multiple programmes covering junior teams to senior leadership.

The Worldpanel division within Kantar, are a highly successful business. They pride themselves in delivering fantastic solutions powered by long term and deep relationships with their clients.

A key part of their success is their appetite to invest and innovate. This requires their teams to continually adapt and evolve. With the imminent launch of two of their largest innovations ever, both the commercial and client service model needed to also change.

Kantar's team had prioritised developing the senior team to explore how they worked with and engaged clients in the future.



Jayne Seabridge, Business Growth Director, tells us more ...

How were the team feeling?

There was a genuine mixture of excitement and apprehension. Excitement that our clients were going to be able to access much more value from what we provide, but also apprehension about the amount of change.

How did the training help to change the teams approach?

Breaking the training programmes into manageable modules, which build on the learning of the previous one allows the teams to digest, practice their new skills and build on their learnings step by step.

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The programme also gave responsibility to the delegates to have internal check-in's between modules to apply the skills they've acquired to live client scenarios.

Why 4twenty2?

For many reasons. 4twenty2 know us well and have for many years been delivering successful commercial training across the business. It is the way that they work with us that we find so beneficial. For instance, in developing any new programme, they take the time to really understand our current business situation and what requirements we have at that time to support our commercial team. As a result, they always tailor a programme to suit.

What is the relationship like?

We work with 4twenty2 in a collaborative way, where we are able to input into the final shape/structure of the programme. Their approach is very flexible, and they often suggest changes to the programme (moving/changing modules, adjusting timings) as we move through the modules if they think that the subsequent sessions will land with more impact.

