


The logo for 4twenty2, featuring the number '4' followed by 'twenty' and '2' in a lowercase, sans-serif font.A large, white, stylized arrow graphic pointing downwards and to the right, set against a red background. The arrow is composed of several geometric shapes, including a large 'X' shape and a smaller arrowhead.

# Building team confidence at Trinity McQueen

## Need

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Trinity McQueen is a hugely successful market research agency based in Leeds. In 2013 they became an independent business, a journey that has seen them consistently grow their team, clients and services, making them one of the fastest growing agencies in the UK. Challenges to the ways they work, how they lead the business, recruit and engage their team needed to be addressed and overcome in a forward thinking manner to support and promote future growth.

## How

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Since 2013, 4twenty2 has delivered a combination of consultancy, coaching, senior leadership and team training.



Every time 4twenty2 come into the business and work with the team there is a visible up-lift in energy. They create an environment, that the team comes away from, immediately trying new ways of working. It has been a big part of us increasing our client engagement, the profitability of the business and most importantly the overall happiness of the team.





Trinity McQueen's reputation has been built on innovative solutions, a fantastic entrepreneurial team and an openness to embrace new technology. They've always had to implement at pace, however they're fortunate to have recruited a team that are open to constant learning and development in order to be the best that they can be. 4twenty2's methodology of immediacy meant that the entire team could keep up with the rapid growth pace, and play a key part in the ongoing success of the business.

Robin Horsfield, Founder & Co-Managing Director, tells us more:

### Why did you need external help?

I am a firm believer that unless you are learning you are not improving, which means you need to surround yourself with the right experts that can help you develop.

### Why work with 4twenty2?

I met with 4twenty2 very early on in our move to becoming an independent business and was impressed by their experience in working with teams to get them focused on a single commercial strategy and then execute.

### How have they supported you?

In a number of ways. They have worked with the leadership team to re-energise us to deliver the next phase of growth. They have developed our team in a whole host of skills including negotiating, presenting and client relationship building. They have also worked with the team on a 1:1 basis helping individuals to get out of their comfort zone and personally develop.

### How has this support impacted you and the business?

It's had a massively positive effect. Every time 4twenty2 come into the business and work with the team there is a visible up-lift in energy. They create an environment, that the team comes away from, immediately trying new ways of working. It has been a big part of us increasing our client engagement, the profitability of the business and most importantly the overall happiness of the team.

