

## TESTIMONIAL - Strength Deployment Inventory 2.0 & Associated Coaching

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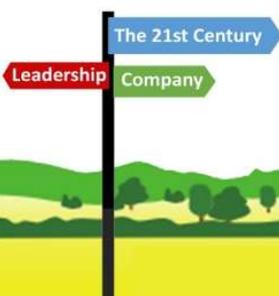
We have invested in the Strength Deployment Inventory (SDI) 2.0 and associated coaching from 21<sup>st</sup> Century Leadership for the last few years in a variety of ways. Overall, it has been a very positive experience and has definitely made a tangible difference.

We initially started using SDI 2.0 to aid our team engagement efforts in the UK. The initial training was really well received by everyone with no exceptions. It created a common language that the team could use to talk openly about relationship challenges, which would have otherwise been avoided or resulted in unnecessary conflict. Through the continued use of this common language and discussing the topic in small teams it has led us to know much more about ourselves, each other, and leverage our collective strengths. We have had a number of 'light bulb moments' in which individuals have realised, 'Oh that's why they do that'. Simply by having the knowledge of another person's motives it has helped us all interpret an approach or request in a more positive way.

During 2020 we applied SDI 2.0 to business partnering, using the assessment, and resulting insights to unlock business partnering relationships with our Country Market Directors. This formed a key part of our strategy during 2020 and has enabled our teams' efforts to be recognised by our key stakeholders. We're now in a position to influence our key stakeholders and provide much greater clarity of direction / priorities to the wider team. Due to the success of this approach some of the Market Directors have chosen to utilise SDI 2.0 within their own leadership teams, after seeing the benefits firsthand.

Within the last six months we have widened the SDI 2.0 reach to the global Business Finance function, onboarding a further 60+ people across the globe. This has already started to show benefits in building better relationships across borders, and improving team interactions whilst still all working remotely (given COVID). This has been supplemented with activities and coaching to assist those in particularly challenging global roles in our matrix organisation. Their ability to manage relationships remotely, across borders and without line management responsibility is a critical challenge for us. 21<sup>st</sup> Century Leadership are able to seamlessly combine the learnings from SDI 2.0 with experience of working in such an organisational setup to help individuals find new ways to meet this challenge.

I would definitely recommend SDI and associated support to any organisation. The success of any business is driven by the engagement of its people and their ability to work successfully as a team. SDI 2.0 goes to the heart of this challenge, and provides something tangible to work on to improve relationship intelligence and ultimately business performance.



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