

# CASE STUDY

## Belron®



A division of General Physics (UK) Ltd  
www.gpcoachingandmentoring.com



*“From day one Clutterbuck really understood our requirement: their proposal felt completely tailored to us, and our situation. And I think we made a great decision in selecting them as our partner. Working with them has felt like a real partnership. They have been very flexible to our ever changing needs, constantly creative, and always willing to ‘go the extra mile’ to deliver a solution that will really work for us. They are incredibly knowledgeable and insightful, and yet also very open to our input and ideas. I have no hesitation whatsoever in recommending them as a partner.”*

Simon Machin  
Former Leadership Development Manager, Belron®

## A model of coaching, to develop coaching capability and conversations through mindset shift

Clutterbuck Associates (CA) have been working with Belron® since Autumn 2010 on their global coaching capability programme which aims to develop a consistent approach and capability development of coaching across Belron®. A key focus is not just the coaching capability but the coaching mindset development of Belron® line managers.

Belron® is the world’s largest vehicle glass repair and replacement company with 25,000 employees in 32 countries and 5 continents.

CA were selected to partner with Belron® to design, support and implement a global coaching capability programme. This is for all employees with any line management or people management responsibility. CA are supporting Belron® to develop an integrated coaching strategy which includes “coaching conversations”. We are working with them to develop an ongoing “community of practice” around coaching to embed and sustain these changes.

### CA Support

Belron® has had numerous coaching skills programmes in various locations over the years with varying impact and result. CA were asked to develop a model of coaching, “The Belron® Way of Coaching” so that employees in all locations and regions have a consistent understanding and framework around coaching. CA researched the various coaching models and their impact and through this developed a model of coaching specifically for Belron® that incorporates:

- **Skills and behaviours** – What skills and behaviours do people need to have to enable great coaching conversations
- **Mindset** – What kind of mindset will enable people to have great coaching conversations
- **The Conversations** – How does someone need to structure a coaching conversation to achieve a successful outcome
- **The Context** – What global, organisational and learning and development considerations will inform my coaching conversations

# LEARNINGS



## The Belron® Way of Coaching

The CA “Coaching Conversations” approach and content has now been written to develop Belron® employees in these four areas. There will be four modules with core content and regions can access deeper learning through additional reading, e-learning and modules if required. Some regions will adapt the format but remain 80% core in approach. A modular approach enables bite size learning, reflection, practice, and development over time to ensure mindset and behavioural shift.

A combination of CA facilitation, or Belron® facilitation, dependent on the location and level of facilitators at Belron® will be used to take “coaching conversations” forward across Belron®.

Please contact us on **01628 606850** or email [info@clutterbuckassociates.com](mailto:info@clutterbuckassociates.com) if you would like to find out more. We would welcome a conversation with you.