

#1 NEW YORK TIMES BESTSELLING AUTHOR

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ame TOUGH CONVERSATIONS. WHOLE HEARTS. lead

DARING GREATLY AND RISING STRONG AT WORK

Definition



- Purpose reason or why?
- Mission What you do and for whom?
- Values Principles or standards of behaviour -Something you value or consider important.

Victor Frankl

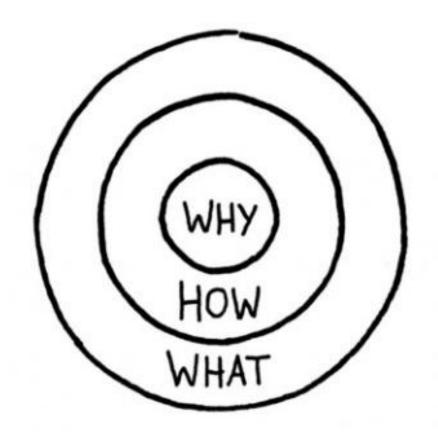


Why = Purpose = Why

- Built into human DNA
- Why? Why? But Why?



Theory



Simon Sinek



Adam Leipzig



Jacob Morgan

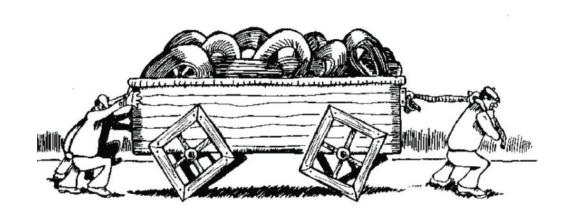


Begin with the end in mind.

Steven Covey

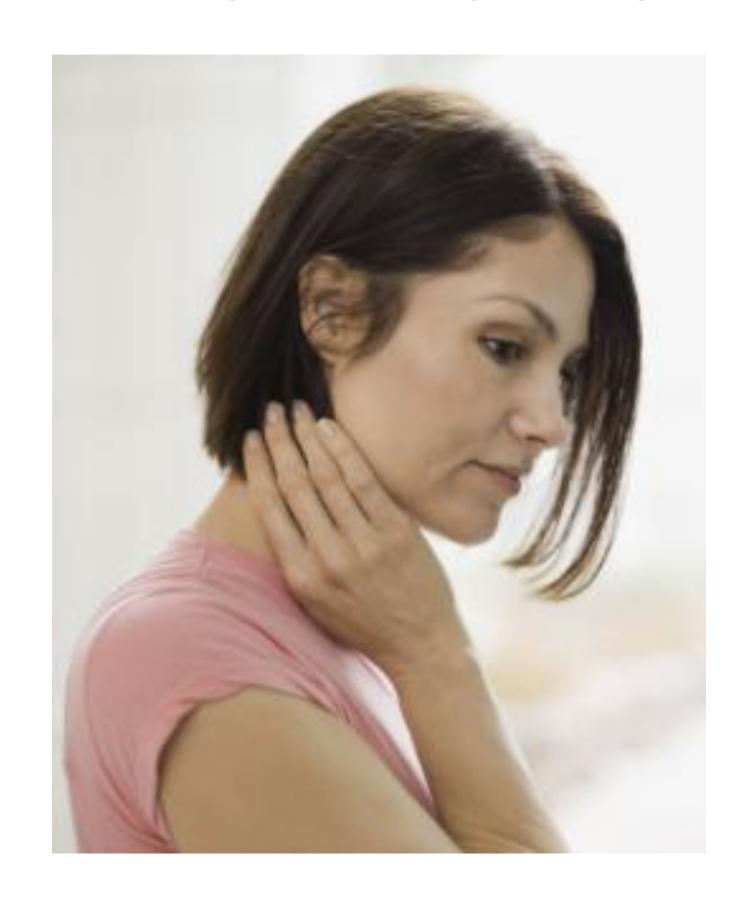


Maslow



Claire Mc Carty

What's your purpose?



My purpose



Realise the potential in each person.

Learnings

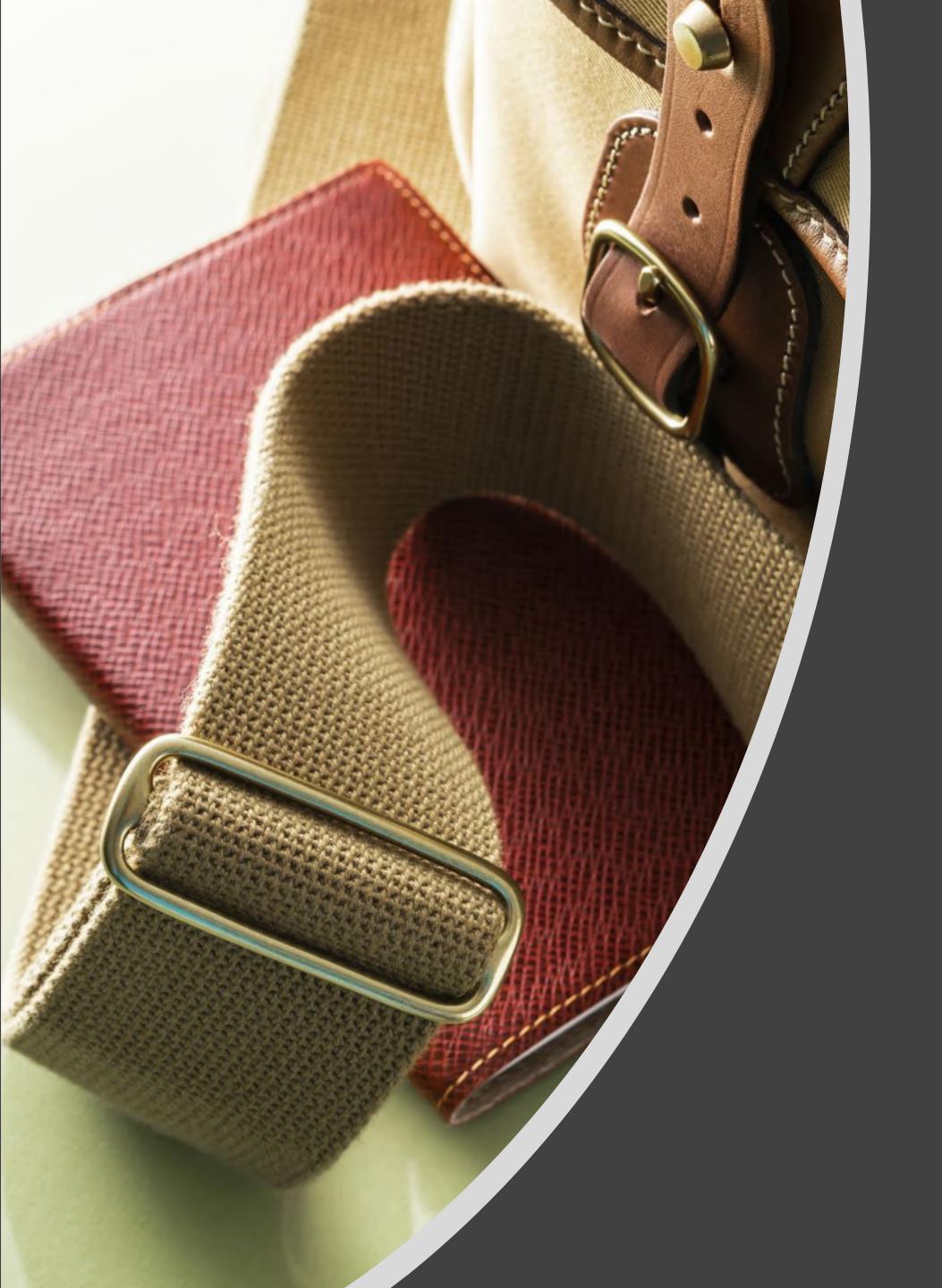
Individual

- Your purpose is personal.
- There must be alignment with your purpose and your company purpose.

Company

- Keep it simple and honest
- Recruit people that have a natural affinity with your purpose





Mission

What you do and for whom!

NAHL Group- Trusted when it matters

NAHL Group plc stands alongside consumers at key stages of their lives, when it really matters. When
moving house, recovering from an injury or coming to terms with sustaining a life changing injury, you
need to know that the people you choose to support you are capable and trustworthy

Our mission

To provide exceptional service to our consumers and customers by being outstanding at everything we do

Our vision

To become the leading provider in our chosen consumer legal services markets by:

- Creating trusted brands that enable consumers to access the law
- Forging strategic customer partnerships that create mutual value
- Embracing developing technologies to reach and interact with our consumers and customers

Our values

- We are curious
- We are passionate

We are driven

We are unified

Personal Injury









We provide outsourced marketing services and products to law firms through National Accident Helpline and claims processing services to individuals through National Accident Law, Your Law, Law Together and National Law Partners

Our divisions

Critical Care



We provide a range of specialist services in the catastrophic and serious injury market to both claimants and defendants through Bush & Co

Residential Property







SearchesUK

We provide marketing services to law firms and conveyancers as well as surveys to individuals through Fitzalan Partners. We also provide property searches through

Searches UK

Mission

- Creates common language
- Creates common beliefs (Culture)
- Focusses energy and work



What doesn't work?

What you do and for whom?

NAHL plc - To provide exceptional service to our consumers and customers by being outstanding at everything we do.

How about - Trusted when it matters.



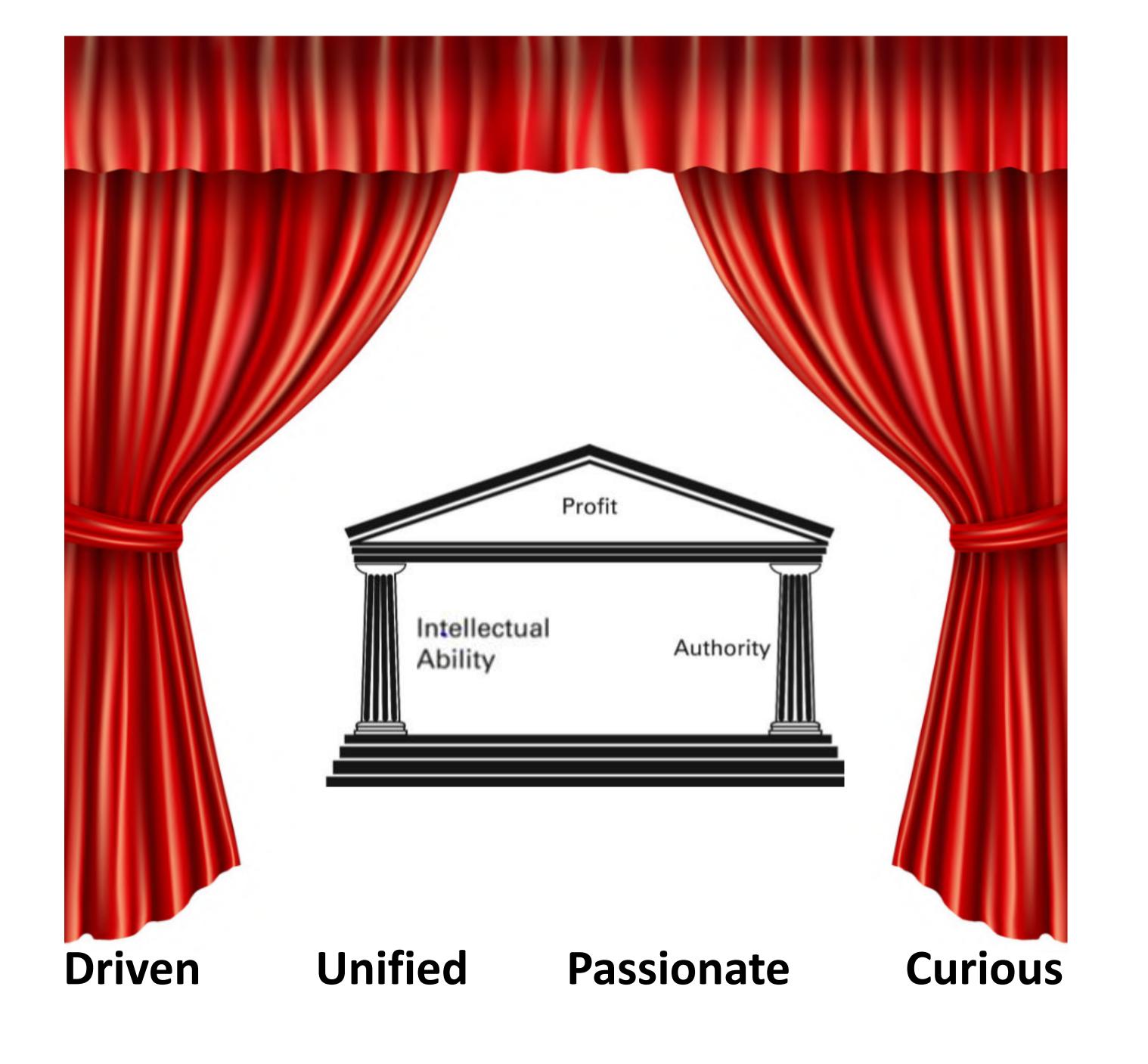
Learnings: Keep it simple and honest



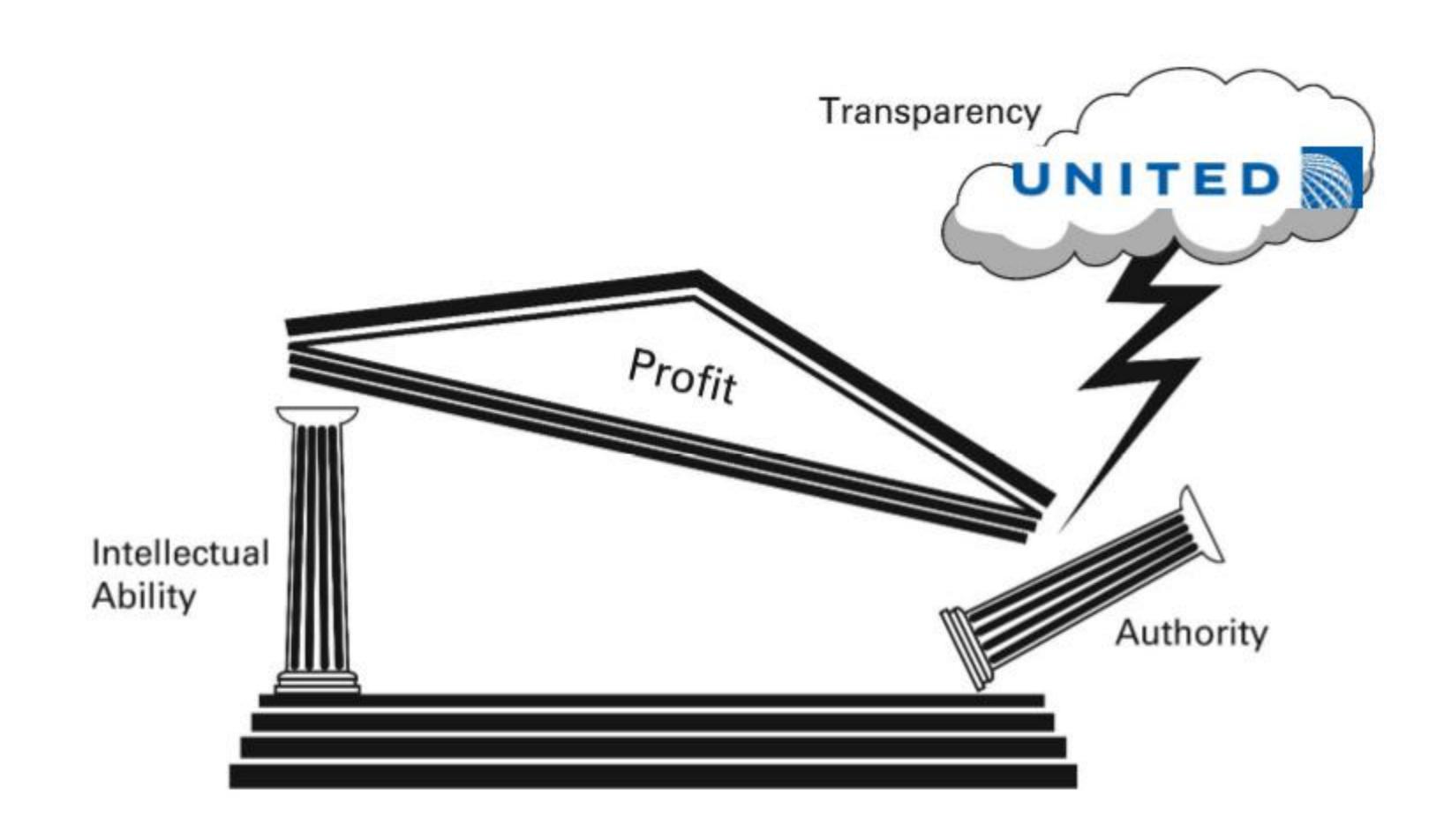


Core Values.....

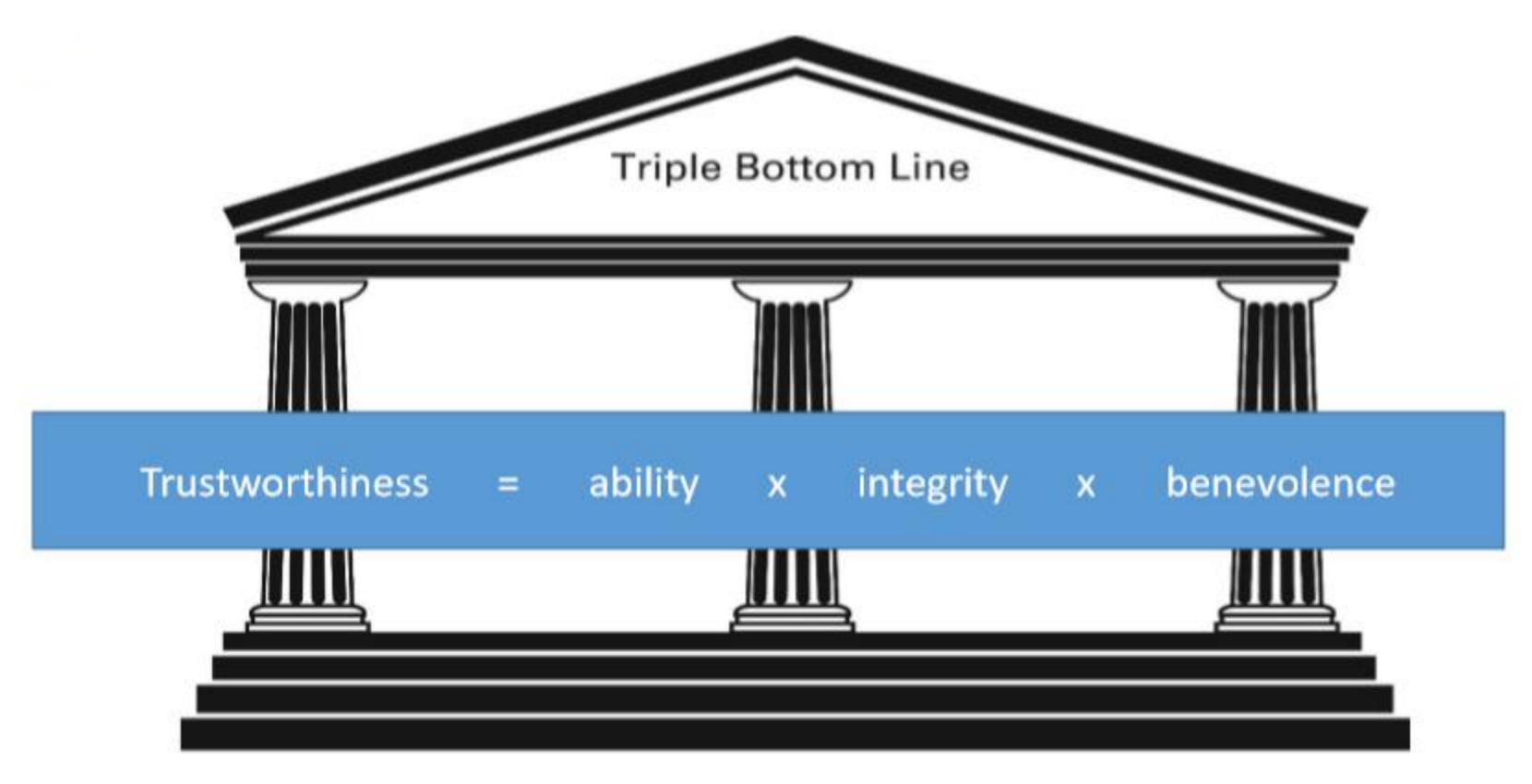




The Old Model + Transparency



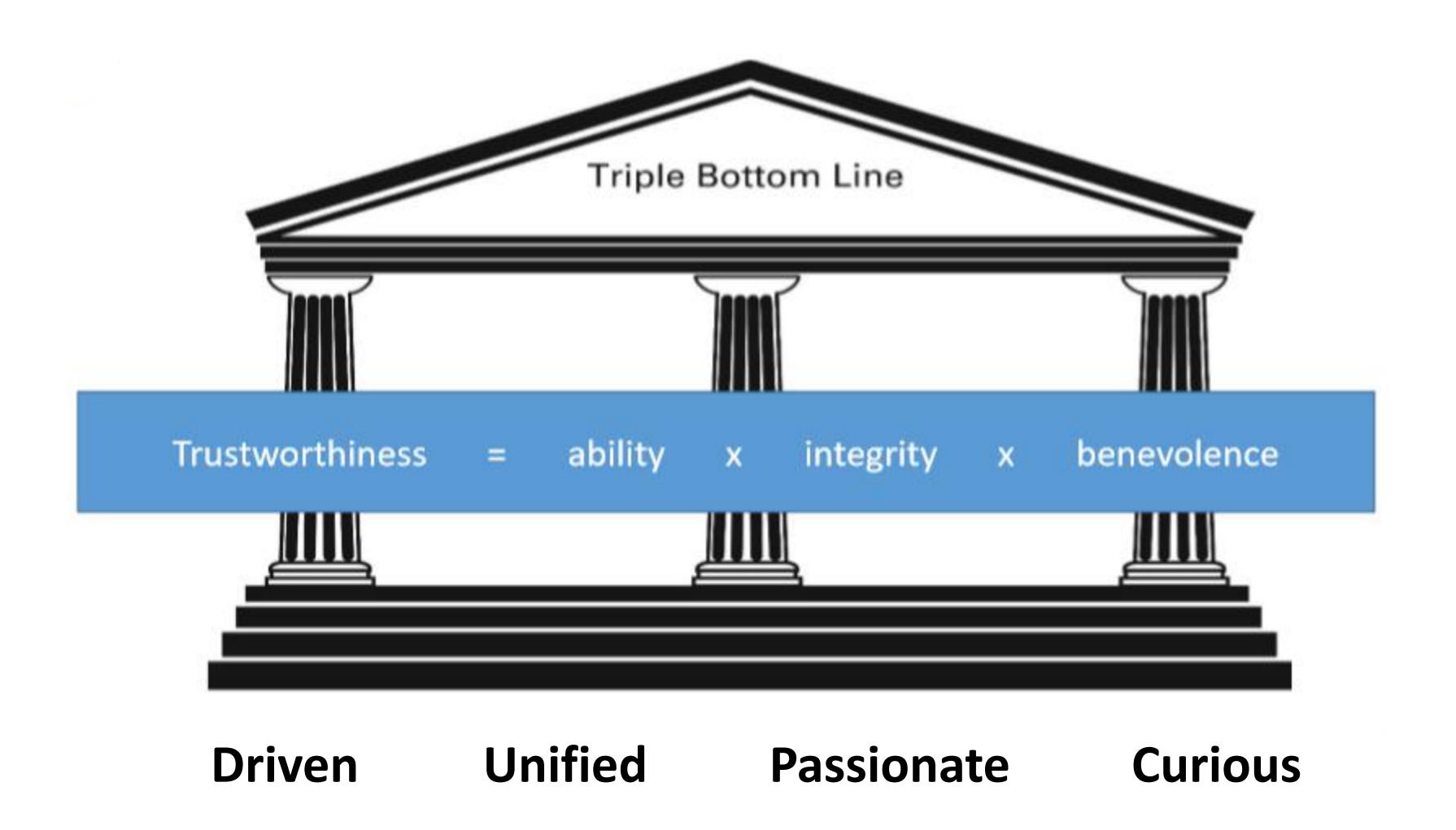
The New Model



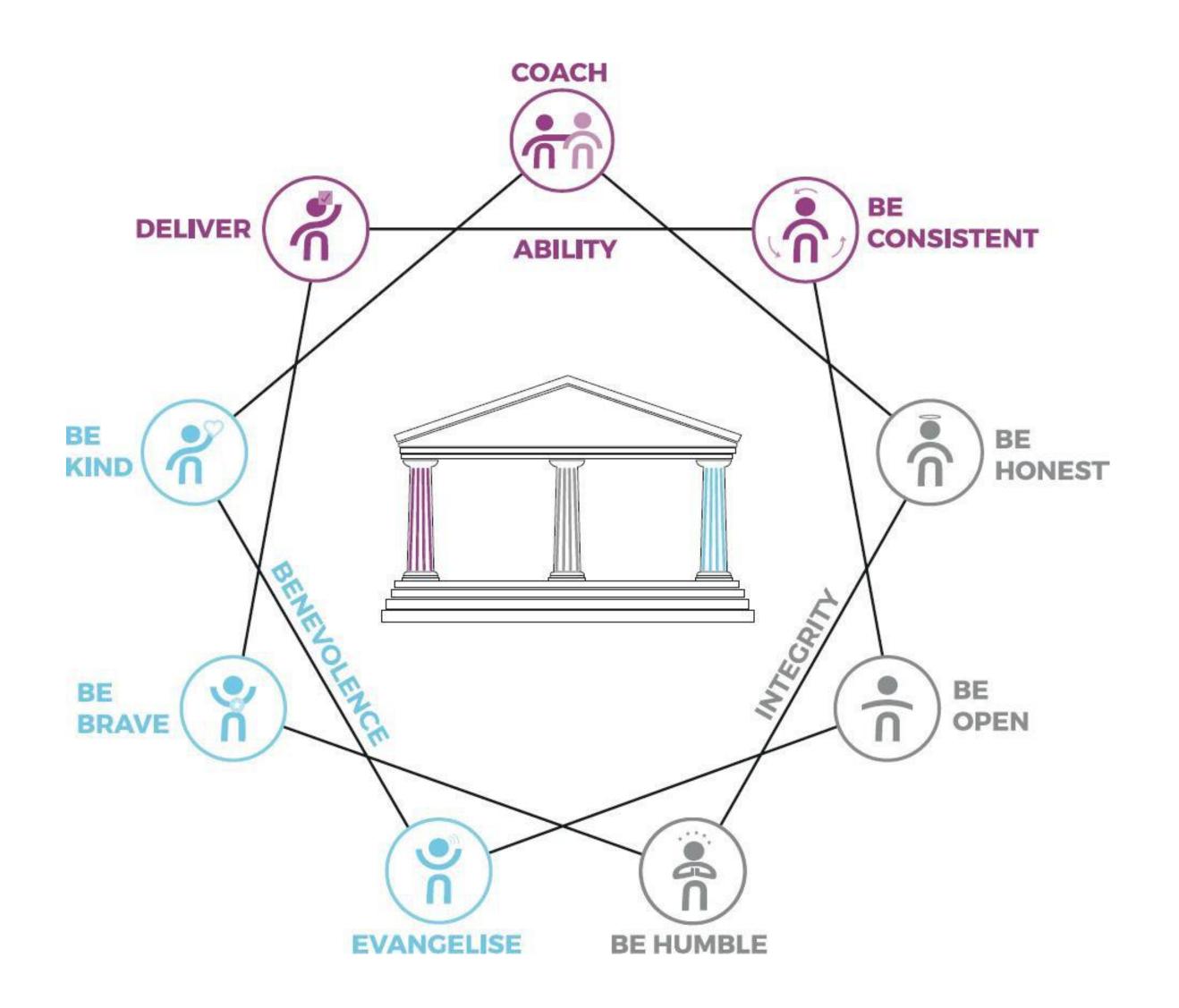
Triple Bottom Line

Resource, Relationships and Reputation Profit, People, Planet

The New Model



Nine Leadership Habits for Trust



Culture of Trust

• Shared beliefs (Vision, Purpose, Mission, Values)

Produces collaborative working, team cohesion, strong relationships, sense of worth, identity, belonging, a safe working environment.

- 1. Faster decision making
- 2. Creative environments (risk taking, innovation)
- 3. Focus on work (not politics)
- 4. Great customer relationships
- 5. Great employee attraction and retention

Culture tips

- Recruit to fit your culture
- Culture is a golden thread
- Allow culture to permeate new employees
- Encourage an environment of challenge
- Never ever stop talking about values and beliefs

What do we do?



on values - WOW wall











What's happened since we started our new paradigm?



External recognition



















Internal signs of progress



Ownit! Employee engagement scores (60.1-79.9)



Values Based Recognition cards (2018 - 1,798 vs 2019- 3,726)



Development increase

77% of employees developed

50% successors for top 30 roles

Filled by female 42.8%



Turnover has reduced by over 40%



Business savings £198,000 on retention bonus

This is Mandie



