



STRENGTHS - PROFILE

CASE STUDY

Vivid Housing (formerly First Wessex and Sentinel Housing Association) is Hampshire's largest provider of affordable homes. They are committed to building more homes to help solve the desperate shortage in their region and tackle the challenge of rising homelessness. They provide homes, services and support to 70,000 customers with 30,000 homes across Hampshire and Surrey. They are dedicated to making sure their customers have the support and services needed to have a bright and thriving future.

The Challenge

First Wessex (now Vivid) wanted to further strengthen the organisation by recognising and building on what it does well. It wanted to understand individual and collective strengths across the organisation in order to build self-awareness, improve communications, and build even better teams. The company chose Strengths Profile as they felt the strengths tool had a practical application to it.

Our Approach

Capp ran an internal team day for members of the L&D and HR teams to enable them to understand key collective strengths, which helped them to embed the roll-out of strengths across the organisation:

- Each team member completed a Strengths Profile to provide a deeper understanding of the strengths across both the L&D and HR teams
- The team undertook the two-day accreditation, allowing them to perform 1-2-1 debriefs as part of their coaching and development programme
- The team also undertook the Strengths Profile Team Accreditation, enabling staff to understand how to interpret collective team strengths across the organisation and run internal team workshops

The Outcome

The L&D team have held many successful team days across the organisation. These involved supporting new teams to understand their strengths and weaknesses, aligning strengths with team goals, and building better relationships and ways of working within teams. Between the coaching and the team events, the following has been achieved:

- Improved, more regular, and efficient communications within teams
- Continuation of language and exercises from the workshop being used to support one another in daily tasks
- Teams now delegating more around strengths and recruiting around gaps that have been identified during the workshops
- Each event has resulted in teams coming away with positive actions that are followed up, and have resulted in better ways of working with more momentum to achieve individual and team goals
- Individual coaching with SP has been identified as a catalyst for developing people; individuals feel their Profiles are accurate and they have an improved self-awareness in relation to their context
- Supporting people with the Personal Development Review (PDR) process by aligning their unrealised strengths with their current goals and development opportunities
- SP debriefs are seeing a change in behaviour and a drive to continue their improvements, knowing they can track their progress through re-taking Strengths Profile in 6 months

“We had a connection with Capp from the start and this is vital to us when choosing our suppliers. We have always been interested in Positive Psychology, but with the strengths lens it gives us a really practical way to embed it across the organisation, ensuring our people and the organisation benefit. The feedback has been really positive, resulting in team events fully booked for the next 6 months!”

Lisa Wakefield-Jones, Learning and Development Manager