

Case Study

Transforming leadership at Sirona care & health: The 'Leading Personally' Programme

Introduction: Cultivating Leadership Excellence

In a dynamic healthcare landscape, effective leadership is a cornerstone of success. Recognising this, Sirona care & health, a prominent healthcare organization, embarked on a transformative journey by partnering with Faye Beddow Consulting to design and deliver the "Leading Personally" leadership development programme. This bespoke six-month initiative was aimed at nurturing leaders, both new and experienced, to excel in their roles, building on the principles of Compassionate and Inclusive Leadership.



Programme Design and Delivery: A Tailored Approach

The "Leading Personally" programme was designed to cater to a diverse group of leaders within Sirona care & health. Participants ranged from new and aspiring middle-level leaders to seasoned professionals with extensive experience but lacking formal leadership training.

The content of the course, deeply rooted in the principles of Compassionate and Inclusive Leadership, combined theory input with highly interactive and practical exercises. This approach provided participants with hands-on experience and a deep understanding of how to apply these principles effectively in their leadership roles.

Facilitated by Faye Beddow, known for her facilitative and coaching style, the programme provided ample opportunities for discussion and reflection. The aim was to stimulate different ways of thinking and insights for action, ensuring that participants not only absorbed knowledge but also internalised it, making it a part of their leadership identity.

The programme's blended approach combined in-person and virtual elements, fostering a holistic learning experience. In between face-to-face gatherings, virtual workshops and Action Learning Sets facilitated ongoing learning and skill application. This format allowed participants to integrate their newfound knowledge into their daily leadership roles.

Personal Insight and Growth: The TypeCoach Diagnostic Tool

A unique aspect of the "Leading Personally" programme was the integration of the TypeCoach diagnostic tool. Rooted in Carl Jung's work, this tool provided participants with invaluable insights into their personality types and preferences. It extended beyond self-awareness, enabling leaders to comprehend the dynamics of their teams by understanding the personality profiles of their colleagues. This newfound awareness enabled more effective communication and collaboration.



360-Degree Feedback: A Catalyst for Development

Another highlight was the facilitated 360-degree feedback process. Participants found this to be especially beneficial, as it provided a comprehensive view of their strengths and areas for improvement. The feedback not only reinforced self-awareness but also served as a roadmap for personal and professional growth.

Results and Impact: Transforming Leaders

The "Leading Personally" programme was delivered to five cohorts, each comprising 16 individuals. The feedback from participants has been overwhelmingly positive. Many reported significant personal and professional growth, citing improved leadership capabilities, enhanced communication skills, and greater self-confidence.

As a direct result of the programme, Sirona care & health witnessed a positive shift in its leadership culture. Leaders who emerged from the "Leading Personally" initiative demonstrated a profound understanding of their teams and a heightened ability to motivate and inspire. The organisation as a whole reaped the benefits of empowered leaders who were better equipped to navigate the complex healthcare landscape.

Conclusion: Empowering Leaders for the Future

The "Leading Personally" programme has equipped leaders with the tools, insights, and confidence needed to excel in their roles, ultimately enhancing the organisation's ability to provide exceptional healthcare services.

“ *I have just completed Faye's leadership course. It has been brilliant. Faye is passionate, enthusiastic and full of knowledge. She is happy to share her experiences and has helped me to become a better leader.*
Thanks Faye! ”

“ *Faye is professional and makes every part of her programme personalised to the people attending. There was a great balance of self-directed learning, information, small group work and opportunity for 1:1 discussion too. Faye's programme has really supported my development in my role in the workplace.* ”

Contact Details

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