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Client Services Director,  
Metrica

## Metrica brings learning to life to support new business

Business Growth  
case study

**Metrica**

[www.metrica.net](http://www.metrica.net)

### The challenge...

When Metrica, a specialised PR evaluation company, decided to equip employees with the ability to deal with business situations before they arose, it was essential to create real-life learning experiences...

## The solution...

Louise Burwood, client services director, explains, "Metrica has always invested heavily in the development of its people but because of the specialised nature of what we do, external training has tended to focus on transferable skills like time management and client liaison. What we really needed was a way to equip employees with the ability to handle important business situations before they found themselves thrown into them for the first time."

A particularly important business need was pitching for new clients, "Usually specialised sectors such as ours train people how to pitch for new accounts on the job," says Burwood. "This means we only get to see whether they're any good at the same time as the prospective client. Although feedback after the event definitely helps, we wanted to find a way of making sure employees knew what they were doing before they got to that stage."

### Keeping it real

LDL, the learning and development consultancy, was tasked with creating a real-life pitch scenario. "We opted to partner with LDL because it was essential to take people out of their comfort-zone and make them feel like they were really taking part in a new business pitch for the first time, not just undergoing a bit of theory," explains Burwood. "We'd been working with LDL for over four years and their ability to tailor development to our business needs is exceptionally good."

The learning experience created invited Metrica's junior employees to step into the role of account director for the day and meet with a prospective client, in the form of an LDL trainer, to find out about their business needs. Then come up with a pitch presentation to try to win the account.

"The way LDL kept the development experience realistic was outstanding," says Burwood, "Even though individuals worked in teams of three, everyone was forced to think for themselves, from making sure they had the right research to sorting out logistics for their presentation. They had to think to ask the client if there was a projector in advance, just as though it was the real thing."

### Learning becomes reality

Each presentation was filmed and participants given both group and individual feedback. "Particular emphasis was placed on explaining people's strengths to them to build confidence and make them keen to carry out the task for a real prospect. Everyone got something really valuable from their LDL development, absorbing lots of useful information in a way that just wouldn't have been possible otherwise," says Burwood.

The best team overall was given an additional half-day of holiday as a reward but the experience proved motivational for all, says Burwood, "It was great for junior people to gain experience of an important business growth activity, enabling them to get a taste of how they'll be able to personally contribute to the success of the business in future."

Metrica continues to work with LDL. "Since the development, three of the participants have gone on to be promoted," concludes Burwood. "LDL is now running Inspirational Leadership coaching to help managers understand their impact on the confidence and ability of their people to perform. LDL's ability to make our development relevant to our business needs is incredibly valuable, enabling us to put what we're learning into practice almost immediately. The Inspirational Leadership development contained some really useful insight into creating and sharing values that has now become a part of our culture."

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## Want to win more new business?

If you want to improve your ability to win new business, LDL's unique *Skill+Will™* approach to development can help. Our innovative sales simulations not only develop skill but also the confidence to get results.

To talk to one of our consultants about your requirements: email [learning@ldl.co.uk](mailto:learning@ldl.co.uk) or call us on +44 (0)20 7381 6233