



Creative Tops - A Successful Company

Creative Tops are a large company based in Corby who started life back in 1996 with one product. They grew massively in a few short years and developed a large product range which became very successful in the designer kitchen and tableware markets, both for consumers and for the hospitality industry.

All was going well for them, so much so, that a global brand sought a merger with them, adding hundreds of new and exciting products to their range, along with new overseas markets where their original products are now sold under their Creative Tops brand name.

This success created opportunities to develop their brand even further, by designing tableware for some of Britain's best known and respected high street retailers. The business machinery mushroomed; adding supply of goods and total project management services; from design consultation, sourcing of new products, and successful delivery to new clients.



How Could Delphinus tmc Help...

All was going well and their insightful HR team, recognised the rapid changes and development had had a significant impact on the staff.

Managers were working at full capacity in their own busy silos, with no in depth knowledge of the challenges faced by other business areas, or how their joint synergy as an effective team, might enable a more solution focussed efficiency.

This sudden organic growth left no time them to develop as an integrated team, working together and helping each other, and certainly no spare time for their personal development, reflective learning or individual growth.





Creative Tops Case Study



Vicky Bailey of Delphinus tmc:

Vicky was engaged by HR, to run a training course for the management team focussed on developing their leadership skills, improving their joint performance and building them into a cohesive management team working together efficiently to achieve new heights for the company.

Coaching quickly followed:

Delphinus supported the training by taking the learning into action through group coaching sessions. Here the managers took their existing skills, their learning from the training and began to interpret it into action in their day to day work. Vicky worked with groups of four to six managers from across the company to enable their growth in performance, confidence and new ways of working.

Managers were also given an opportunity to work with Vicky if they wished, for one to one coaching sessions, where they could maximise their learning and benefit from Vicky's solution focused coaching. A number of the team chose to gain extra valued support for some major changes they wanted to make. Individual managers through one to one coaching, made transition through changes of practice which enabled their staff and their specific work streams to benefit from increased effectiveness and improved overall performance.

Has it made a difference?

Yes it has, in many ways, and some of them unexpected. The unsettled and fast moving environment has now transformed into a 'working together' culture, where managers understand each other's roles and respect each other's skills and abilities. They support each other and noticeably communicate more effectively, adding to better performance and output.

This has now started to filter down through the company as a whole, with the happy effect of retaining staff who were feeling unsettled or threatened, making the management roles less stressful and more fulfilling. The impact of the total training and coaching package has shifted the company into a proactive people-centred environment that has benefitted the whole of the workforce.

Through training and coaching good businesses can grow to excellence and maintain high performance