



Excelr8 :: First Direct Case Study

» NLP within First Direct

Pam Wiggins (First Direct L & D Manager) and I first became aware of NLP two years when researching new training initiatives. To learn more about NLP for our own personal development, and to review if the techniques were appropriate in our workplace, we enrolled on an NLP Practitioner course trained by Kirsty McKinnon.

The course was amazing, we both took away an enormous amount of personal development and learning and could immediately see many benefits for our company. First Direct was operating in a very difficult economic climate with a great deal of competition for banking business. Increasing the sales performance of our people was crucial. We also faced challenges around the recruitment and retention of our people.

Following the course, Pam and I invited Kirsty into First Direct to discuss how NLP could help our business. As part of her research, Kirsty followed the lifecycle of a rep from the recruitment stage, through training and out into their role on the telephones in the call centre. She also modelled some of our existing top performers to understand the motivations and techniques they used on a daily basis. Kirsty then presented her findings back to a group of managers within first direct. She proposed a bespoke training solution that could be delivered to our Recruitment Team, our Training Team and a pilot group of Team Leaders and Managers. The bespoke solution was “NLP in a Pod” for First Direct. The purpose of the training was to provide everyone with NLP techniques to be used in coaching, performance management and motivation.

The first group Kirsty delivered to was the Recruitment Team. She followed

up the training by delivering individual coaching sessions to the members of this team. The training and coaching delivered resulted in immediate benefits to the business in recruiting reps whose values closely matched the values of our company and also resulted in a more motivated Recruitment Team.

Following the success of the training with the Recruitment Team, NLP in a Pod was delivered to a team from our Learning & Development department. It was decided to select a trainer from this group to run a pilot course using techniques from NLP in a Pod. Results from the pilot course were amazing. The group delivered the highest number of sales approaches we had ever seen from a group in training. Feedback from the trainees was also the best we had ever recorded from a training group. The L & D department was delighted to also receive feedback from operational team leaders around the quality of the training and the standard of the new recruits. Also very pleasing was feedback from the course trainer who said the course was much more pleasurable to train than previously due to the techniques she had taken from NLP in a Pod.

The success of the pilot course has led to a massive demand for NLP training throughout first direct. The training team have used the techniques in coaching sessions with reps, team leaders and managers and we have seen increases in the sales performance and call quality of these people. Kirsty was also invited by our leadership team to deliver a masterclass to all our leaders. This received great feedback.

Following the success of NLP in Pod, we are now working with Kirsty to look at how we can roll out NLP in a Pod to all 3500 who work at first direct. To help with this Kirsty is currently training a group of people to NLP Business Practitioner level to give the skills and knowledge to support the roll out of NLP in our business.

In summary, we are delighted with the results achieved following the introduction of this training into first direct. It has had an immediate impact on our bottom line business profits in terms of sales performance, recruitment, absence and attrition costs and the motivation levels of our people. We have recommended Kirsty to other members of the HSBC group including Marks & Spencer money who are also now introducing NLP in to their training.

Pam Wiggins (L & D Manager)
Karen McGowan (L & D Sales Manager)

» **Get in touch with us**
Call us at **08455213747** or [click here](#) to fill the form.