



Winners

HR & TRAINING
AWARDS 2016



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the Forton Group

The Forton Group Limited develops high-potential people, emerging talent, managers and senior leaders through management training, leadership courses and coaching services. We invited Helen Caton-Hughes to tell us more.

Incorporated in 2002, Forton is a global specialist in leadership development that researches, designs, runs and evaluates leadership development programmes for better leadership. They also deliver accredited coach training for better-quality coaching of leaders, managers and supervisors to clients around the world. Helen outlines the firm's aims and the strategies it implements, both to achieve these and differentiate itself from its competitors.

"Here at Forton our overall aim is for leaders to know what they need to do to be better at leadership, and that they have the confidence to put those leadership behaviours and styles into practice, every day. This means that every member of the team can feel that their skills and workplace contribution are valued - by their colleagues and leaders. We want better bosses, who know what they are doing, so that everyone in the workplace feels fulfilled and delivers outstanding results.

"In order to achieve this, and to mark ourselves out as the best possible option for our clients, we have a clear, understandable approach to leadership development that is based on best practice of what works. Leaders, managers and supervisors need only to learn some straightforward skills and steps – and then apply them in the workplace – to deliver results.

"We do not make it complicated, and as such our process is not theoretical; instead it is highly practical and results-oriented. It is, however, based on the notion of 'transformational leadership'; which means that leaders need to walk the walk; not just talk the talk.

"As a core part of our process we work closely with clients to identify their

biggest challenges and the outcomes that they are looking for; whether that is in the leaders, the culture of leadership in the organisation, or in team-members. We then tailor our training programmes to fit those needs – and we put return on investment (ROI) measures in place to ensure that we can demonstrate the practical benefits to the organisation of what we do.

"For example, we have a number of practical and affordable ways to support skills implementation back in the workplace. It is not enough for people to learn the skills in theory, it is when we go back and try and apply them that the challenges start. So we deliver 1-1 and team coaching, action learning and other action-oriented projects, facilitated by our coaches and tutors, to make the skills real and valuable. An independent University of Queensland Postgraduate report found that people apply and value our skills years after attending our training courses."

Moving forward, the executive and leadership coaching market looks set for a number of exciting changes, and as such Helen is keen to emphasise her firm's commitment to supporting clients through these to ensure they get the most out of Forton's services.

"Looking ahead, we foresee the leadership coaching field bringing a shift away from individual practices to a more collegiate marketplace, where an organisation like ours provides a full service for leadership development. This includes talent identification, 1-1 and team coaching, training in leadership skills and supervision of in-house trainers and coaches. This is good news as it is more affordable for organisations, delivers to a high standard and maintains professionalism.



“In addition, 2017 also brings the new requirement for employers with over 150 staff to contribute to the ‘apprenticeship’ levy. Our commitment to qualifications, for anyone looking to lead and manage people, means that we can support client organisations through this radical change. We feel committed and ready to support clients through the leadership challenges ahead. Our overall aim for the future is to increase the number of qualified leaders and managers globally; at the same time reassure people that ‘leadership’ is not a complex, rare and unattainable position suitable only for heroes. Rather, it is a set of practical and achievable skills that anyone with commitment can develop, and we look forward to helping as many people as possible to do so over the months and years to come.”

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