Clarity4D

Pharmaxo

Success stories:

Prior to introducing Clarity 4D, Pharmaxo had a limited offering in terms of personal and team development training initiatives. Feedback from their Staff Engagement Survey heavily featured a desire for more development opportunities and a requirement to strengthen management and leadership skills across the business. They also recognised the importance of being able to offer team level development opportunities to promote engagement, strengthen relationships and enhance communication. Here Rachel Carradine (People Partner), Louise Baber (Learning, Development & Culture Partner) and Hanna Mansell (Head of People) tell us why they chose Clarity4D for their organisation...

Our 3 training practitioners, had previously chosen to become accredited by C4D, as it is extremely accessible in terms of cost, but also in terms of application; it can be applied to a number of workplace scenarios, creating a common language, and providing a good foundation for fostering relationships and communication. The model is based on complex psychology but delivered in a simple way, therefore making it easier to apply.

How was Clarity4D used?

We initially rolled out C4D through the use of the standard personal and team development workshops but quickly identified that C4D could add value to a number of wider workstreams. Most recently we have embedded C4D into our ILM assured 'Managing to Motivate' programme. We have created a hybrid module which incorporates elements of both the personal and team workshop as well as some additional supplementary activities to help managers to apply this to management scenarios i.e. giving feedback, identifying leading colours to help tailor communication styles, and recognising stress / building resilience. We also use the C4D model on a 1-1 coaching basis to help develop self-awareness, enhance communication skills and provide a common language.

The feedback following the initial introduction of C4D was extremely positive and enabled us to develop a business case for the wider roll out of the concept. We currently have a working business case to introduce C4D as part of our induction programme for all new staff; as well as the introduction of Team Dynamics (to further strengthen effective teams) and to integrate C4D into our internal leadership programme (Leadership Empowerment At Pharmaxo – LEAP).

Continued:

Testimonial below, from our Head of Quality, Pharmaxo Healthcare, following a recent workshop we held for her team:

> The Clarity 4D workshops were a **game-changer** for our team! The facilitators were engaging, knowledgeable, and created a safe space for open discussion and self-reflection. Team members confidently shared their communication preferences and explored ways to adapt their approach when working with other teams.
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> The insights into different personality energies have helped us understand each other better, strengthening communication and collaboration. The language is now embedded in our daily interactions, allowing us to work more effectively with others by adjusting our style. I've also noticed my team actively encouraging each other to step outside their natural energy zones, leading to greater flexibility, stronger teamwork, and a deeper appreciation of our diverse strengths.
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> **A truly valuable experience that has transformed the way we work together!**

Accessed by 98 employees (20.21% of our workforce) over the last 2 years.

We are optimistic we will see some further positive feedback entering into our 2025 Staff Engagement Survey.

Over 80% of the cohorts from our recent Managing to Motivate programme stated they were 'extremely satisfied' with the content and delivery of C4D, with the remaining 20% stating they were 'Very Satisfied'.

We would absolutely recommend C4D to any organisation considering a psychometric tool. With C4D, we have found that the possibilities are endless, and the model is so flexible and adaptable, meaning that it can be intwined in to so many people practices, OD strategies and L&D initiatives, adding real value along the way.