

'SMASHING JELLY'



Human Behaviour Specialists

Enhanced performance results are based on long-term behavioural change with consistent positive reinforcement of those identified, correct behaviours

MadAbout pride themselves in keeping abreast of the latest thinking around leadership development, talent and performance improvement, but believe in implementing it in novel and innovative ways.

We can deliver a range of programmes delivered and tested in national and global arenas with leading brands such as ThermoFisher Scientific, Fullers Breweries and Odeon Cinemas.

BUT we are a small consulting firm that actually specialise in **'smashing jelly'!!**

What do we mean by that?

We create organisational development interventions, training programmes, HR interventions that fundamentally get people to change their behaviour and do something different. Most training programmes or interventions 'wobble' jelly and then 2 weeks later, people revert to type; you've spent money on training and there's no measurable return on investment.

Our methodology guarantees a clear ROI and measured performance improvement.

Examples: 15% increased sales volume, £5m cost saving, record breaking increase in customer service NPS scores for some serious businesses (Easyjet, Autoglass, Late Rooms and DHL as further examples of the brands we work with).

How do we do that?

We have access to a hugely experienced and talented group of professionals who have current, relevant knowledge of academic theory and various practical applications of that theory. We make the assumption that every individual is exactly that and needs an appropriate teaching environment matched to their own and their organisation's needs.

MadAbout can consult, create and deliver solutions matched to your specific needs, tailored to fit an identified requirement rather than a one-size-fits-all solution.

Speak to us to discuss your requirements and enhance
the positive behaviours in your people and teams.



Lets get social



@MadAboutTeam



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