The ubiquity and ease with which we can now gather information has given me an obsession with data: I need to measure everything. It is one thing knowing what you do is effective and quite another showing it.

Our Teammaker programmes with City of London Corporation have measurably improved the capabilities of their managers, allowing more space for strategy. Our Pitchmaker work with Mace helped realise almost £175 million worth of high end work in the HE sector. And our Rainmaker programme cross-sector realises on average an ROI of 40 x the initial investment after three months. Not only do our clients receive data and evidence on results and success on the sales front but, as importantly, they find blockers they need to address to achieve further success in the future.

**And common to all three ‘Makers’?**

**Motivation:** Creating the desire in your people to achieve great results *(we do that in partnership with you).*

**Momentum:** Driving the learning and the application of the learning throughout the programme *(regular development interventions and continuous application on the job).*

**Measurement:** Gathering qualitative and quantitative evidence at frequent intervals; setting goals and driving towards them - individually and collectively - is important here *(and takes us right back to Motivation).*

**Motivation. Momentum. Measurement.**
The Maker ‘DNA’ if you will. Combined with great programmes and talented facilitators...well, that’s what gets results.

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Q: When does a cost become an investment?

A: When you can show you get more out than you put in.

I suggest you do something that will significantly reduce your learning and development budget: don’t spend a penny until you are happy that you will get more back than you invested, including opportunity cost.

Before appointing anyone I encourage you to be demanding and interrogative; ask for justification of every assertion via qualitative and quantitative evidence; ask to talk to clients. If you are not convinced by the answers save yourself the fees and the time away from the chalkface.

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Sharon McLellan, Managing Director, LLB Dip LP
Terry Spraggett

There is no question we would not be where we are in the HE sector without working with Kissing With Confidence: contracts just shy of £175 million are the result of some intensive work on our pitches.

The next challenge is not doing the same boring stuff. Kissing With Confidence don’t allow that by questioning everything, as well as coming up with creative ideas that make us memorable.

Kissing With Confidence reach out to everyone and make them believe, especially those tasked with opening and closing – with an arm round the shoulder for some and a kick up the backside for others.

Get them in but be aware what you get is not vanilla; you will always get a view.

£175 million!
JOIN THE CONVERSATION

TRAINING | COACHING
SEMINARS | FACILITATION
KEYNOTES

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