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3663 Had Dinner with Linac and Saved £300,000



3663 First for Foodservice is the UK's leading foodservice company with sales of over £1 billion a year. 3663 prides itself on customer service excellence and goes out of its way to surpass its competition.

Two fantastically energetic and passionate organisations met! This resulted in Linac being asked to develop and deliver a leadership programme for the senior leadership team that would inspire, equip and position the team for future success.

3663 wanted a high impact, hard hitting and no nonsense programme, which would develop exceptional leadership capability and significant results quickly. The gauntlet was thrown down and relishing the challenge Linac was quick to accept it. It was just the kind of challenge that Linac rises to again and again.

The brief was to create an innovative and intensive programme for fast track senior leaders, which would demand personal commitment and strengthen core strategic leadership capability. The programme was to explore market challenges and focus on leadership through times of change. The programme required a multi-disciplinary perspective in order to engage the stakeholder team, to recognise challenges and deal with the issues that would affect organisational success.

Following a short diagnostic to get to know the business and the target group, Linac developed a modular programme. The programme required participants to be proactive and instrumental in their own learning. It was geared to helping these talented individuals to be courageous enough to carve a new strategy, new vision and manage the risks associated in its delivery, building their credibility and authority in the process.

The programme which was delivered with a sense of urgency and real purpose took the team on a memorable voyage of self discovery. The team successfully re-shaped company strategy, resolved long standing business issues, sold new ideas to the Board over dinner and delivered very impressive results.

At the end of the programme, the 3663 business leaders stood up in front of the Board and presented them with savings to the business in excess of £300,000, not bad for starters. Linac was then invited back to deliver a coaching programme to the delegates, to build on the fantastic achievements.





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...And here is the great feedback that we got from 3663!

"Linac's approach to learning is dynamic and is helping us to dramatically develop our people. I would strongly recommend Linac to any company looking to develop its people and achieve significant results."

Kathy Williams
3663 Learning & Development Manager

Call Linac today to find out how we can help you to get the best out of your leaders

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