



## C-me helps innovation leader WRc develop its greatest resource

“Our people are our greatest resource and the most important building block for commercial success. Everything we do is founded on attracting exceptional people, and implementing a programme of continuous leadership, professional, and commercial development.” – Frances Smith, HR Director WRc plc

### ABOUT

WRc is an independent centre of excellence for innovation and growth operating across many different sectors including water, environment, gas and resource management. Our clients include regulators, water and gas utility companies, governmental organisations, NGOs, trade organisations, industrial manufacturers and waste management companies.

Building on a legacy in the international water and environment sector stretching back over 90 years, combined with the knowledge of approximately 150 staff based in Swindon, we bring a shared purpose of discovering and delivering new and exciting solutions that enable our clients to meet the challenges of the future.

At WRc, we strive to be established innovation leaders where everything we do is underpinned by technical expertise.

### THE CHALLENGE

WRc is currently on a growth trajectory. To achieve our aspirations we have started to focus on greater team development and enhanced leadership skills within the business.

C-me colour profiling has been used for a number of years as a development tool for the most senior team within the organisation, and it was recognised that this could be a powerful tool if applied more widely across the business to help us get the best out of our biggest asset – our people.



### THE SOLUTION

Working together with C-me, a workshop programme was developed to include everyone within WRc from the top down to help us all understand at an individual level how we can bring the best of who we are to the business.

“C-me would also allow us to introduce a shared language for discussing behaviours and articulating what good company behaviour and culture looks like.”

Using C-me we were able to consider how our team communicates, learn to work together more effectively, and value one another's contribution to the business.