



Theatre &
Improvement
Through
Performance

theatre
&

Who we are and how we can work for you

Theatre& use drama-based communications to deliver training, increase awareness and help change attitudes in different organisations nationwide. Excellent acting, strong scripts, a development focus and above all superb management are **Theatre&** key strengths. Our projects are created with full client consultation and are delivered professionally, with care and complete customer satisfaction in mind.

There are three distinct areas of our business, each using interactive training and communication techniques. Exciting and stimulating they may be, but they are also tried, tested and compatible with your organisation's aims and objectives.

Our History

Theatre& was formed by professionals from human resources, learning and development, educational theatre and business backgrounds. Kath Hirst, Carol Sibbald, Dan Alexander and Russell Watters have a very clear goal for the company – to become the brand organisations trust to deliver the most effective drama-based training and communications.

What we stand for

When Theatre& was formed we had strong ideas as to the type of business we wanted to be, and feedback tells us we keep on achieving these aims. All our team members believe in the service we provide and always strive to deliver 100%. We enjoy our work and believe that life is genuinely too short to not make the most of the working week. We have a committed team of managers, trainers, actors, writers and administrators who apply themselves professionally and enthusiastically to every project. We believe in continuing self-development and our team members are encouraged to enhance their skills, to our clients' ongoing advantage.

Why we are the best at what we do

It's simple – we love what we do and we want to provide the right solution for our clients each and every time. Our varied skills mean we bring lots of different attributes to the table. Our highly relevant business experience embraces human resources, learning and development, educational theatre and project management from a cross-section of industries. So we provide the innovative learning and communications which make a quantifiable difference at both an individual and organisational level.



Our Values

Our Team

Small enough to work together and big enough to make a difference. Passionate, motivated, totally accountable individuals working in a collective vision.

Our Approach for Customers

Corporate delivery with a personal approach. Customers are our business.

Quality Counts

High standards, fanatical attention to detail – being honest and delivering our promises. Nearly is not close enough.

Doing the Right Thing

We enjoy what we do and we have an opportunity to demonstrate our collective integrity. 'The right approach for the right reasons'.

Competitive Through and Through

Not only do we offer transparent pricing but we welcome our competition. We're proud of what we deliver – our quality is self evident.

How we approach our work

Depending on clients' specific needs, we pull together the most appropriate project team from our permanent staff. Guided by our clients' own imagination and experience, we combine the relevant learning and development focus with our interactive and creative approach to a range of subject areas. Alongside our ability to produce entirely bespoke projects, we have a fantastic resource of pre-scripted materials which can be adapted as required. Finally, our style of delivery is perfectly adaptable; this, as much as our content, is totally geared towards the target audience.

As we are a training and development organisation, fundamental to our approach is the ability to evaluate the success of our programmes from the individual and organisational perspective. This means working closely with our clients to design the most appropriate methods of evaluation which may include pre-training focus groups, pre-workshop and post-workshop evaluation (through individuals completing forms or using our confidential interactive voting technology) and focus groups a number of months after the training to ascertain the sustainability of the training and its learning outcomes.

We aim to demystify what is sometimes portrayed as a vague, enigmatic style of training. Our communications are simple and their messages clear. So are the results.



Theatre& Development



Theatre& Development delivers effective and engaging learning experiences. Highly interactive, they are designed to achieve organisational objectives in an inspirational and imaginative way. Led by a training professional, and supported by our team of actors, development is often focused around promoting good management competencies, leadership and inter-personal skills.

Key clients include:

- South Birmingham PCT
- Lyreco
- First Direct
- Pennine Housing
- The Met Office
- The Office of National Statistics
- Hackney Council



Theatre& Learning



Theatre& Learning concentrates on one aim – communicating with young people and positively influencing their attitudes and choices. Whether this is around life-long learning, social & behavioural awareness or personal wellbeing - our task is to engage their interest and attention while provoking thought, shaping attitudes and inspiring confidence and self-belief.

Key clients include:

- ECITB
- LSC West Midlands
- Careers Scotland
- Rochdale and Oldham Aimhigher
- LSC South West
- Norfolk Aimhigher
- Coventry council



Theatre& Events



Theatre& Events enables interactive, memorable communication with large audiences. Using a range of attention-grabbing interactive devices in addition to traditional performance, delegates are entertained, informed and inspired. Whether your objective is to raise awareness, bring about action or simply enthral in a corporate context, we help you reach your audience successfully.

Key clients include:

- CIPD
- Crawley Homes
- Intellectual Property Office
- Blackburn with Darwen PCT
- The Guinness Partnership
- The Home Group

Blackburn with Darwen PCT



‘We received fantastic feedback from the event with every delegate rating **Theatre&** either a 4 or 5 out of 5 for impact, understanding, delivery and engagement. **Theatre&** created a mood and environment that encouraged people to talk about a difficult subject’.

Christine Hartley, Human Rights Officer

Case Study

The client chose **Theatre& Events** to work with them in collaboration at their Lesbian, Gay, Bisexual and Transgender (LGBT) conference. Blackburn with Darwen PCT were looking for a training provider to make an impact with a subject that people find difficult to talk about, but in a way that encouraged delegate participation in a safe yet interactive way. Having previously seen **Theatre&** at a demonstration, the client felt our training methods would be the perfect vehicle for this conference event.

Theatre&Development Programmes

Our programmes are very much influenced by our clients and the development areas they wish to address within their organisation. There are three main fields in which we find ourselves providing training and communications; Diversity & Inclusion; Customer Service & Sales and Management Development & Leadership.

However, these are not the only areas in which we offer our unique brand of training. For example, we have also provided **Theatre&Development** projects in Quality Control and in Front-Line and Consultative Sales. Because of our flexibility, and the experience and skills we bring to our work, we can create an effective **Theatre&Training** or communications programme to suit any organisational need. Contact us to find out more.



Diversity & Inclusion

We are proud to be the UK's leading supplier of drama-based diversity training!

Everyone is unique, that's what we have in common.

In different ways, diversity affects us all. Yet if diversity is truly a premise of treating others how they would like to be treated, why is it such a hot potato? An organisation's vision and values is now a vital driver of diversity – but how do we translate these into meaningful concepts people can readily grasp?

Our programmes help organisations to demystify the subject and raise awareness of what the fundamentals of diversity and equality are all about – valuing each other's similarities and differences. As well as the areas of diversity

that are very much guided by legislation, more and more we are being commissioned to deliver programmes which are really about reaching the hearts and minds of employees and other stakeholders.

We focus on:

- raising awareness of diversity, equality and inclusion issues**
- recognising their importance in everyday life and work**
- understanding the real-life situations where these issues are at play**
- helping organisations create a cultural shift**
- working towards an inclusive working environment**

The power and emotion of drama, harnessed in a structured and objective-led way, is a very effective means of achieving these aims. We have designed and developed a number of training programmes covering all aspects of diversity and inclusion, focusing on gender, gender identity, age, disability, ethnicity, religion, work-life balance, sexual orientation, status and organisational role, as well as communicating an organisation's vision and values.

We can offer a collection of pre-scripted workplace scenes and activities, create a completely bespoke project or a combination of both of these. Whatever a client's needs or budget, we're pleased to tailor our approach to match.

National Museums Liverpool

'I would unreservedly recommend **Theatre&** to any organisation. From the outset, working with the exploratory questionnaires and focus groups, through to the design and workshop development, and culminating in the eventual delivery and feedback of the programme, **Theatre&** have not only been reliable and responsive but have also delivered a superb training experience.'

Mary Kenny, National Museums Liverpool

Case Study

National Museums Liverpool partnered with **Theatre&** to script and design an innovative training programme with the goal of raising all employees' understanding of the application of diversity and equality to their specific job roles.

Department for Culture, Media and Sport



‘Culture-challenging, professional and accessible. I have already recommended Theatre& to other government departments.’

Marc Fearnley,
HR Learning & Development Manager

Case Study

DCMS chose to work with Theatre& after a recommendation from a council colleague and attending one of our demonstrations. A deciding factor was the Theatre& ability to develop bespoke scenarios and exercises which closely reflected the culture of DCMS and so more accurately met their learning needs. The particular programmes were Diversity and Equality Awareness for all employees, and a Diversity training programme for managers.

University of Essex

'I liked the professionalism of the company. The preparation and research was very thorough and changes were accommodated to suit our agenda. Excellent actors and perceptive facilitator. We found the training cost-effective and a perfect way to reach a wide audience. We have already recommended **Theatre&** to other partner institutions.'

Karen Stephenson, Equality and Diversity Unit

Case Study

Theatre& Development worked with the University of Essex to develop a bespoke training programme to focus on bullying and harassment as part of National Ban Bullying week. The training workshops were attended by students and staff alike. The client was looking for an innovative and effective way of raising emotive issues to increase awareness levels and really make a difference.

Key objectives for the training included exploring Diversity and Equality and how they can relate to bullying and harassment, different directions that stereotyping, bullying and harassment can take and how inappropriate behaviour can be challenged within the workplace.

Management Development & Leadership

Effective people management practices are fundamental to the recruitment, retention and development of a motivated workforce. It's often having the best people processes in place that gives an organisation real competitive edge. Creating a workforce which can be proud of itself is the driving force behind any organisation's vision and values.

Central to the successful delivery of any management development programme is credibility. At **Theatre&** we thoroughly research the client organisation and culture of the team to ensure we can provide realistic, challenging training scenarios that managers can relate to. Once they do this, they go on to fully immerse themselves in the development activities. Providing an opportunity for 'live' skills practice

ensures a successful transfer of learning back to the workplace.

Our interactive styles of delivery, combining the use of drama with more theoretical approaches to all areas of management development, are proving highly successful. Satisfied clients tell us we have delivered many engaging learning experiences in the following areas:

- **Attendance Management** (Dealing with absenteeism, coaching, counselling and Return to Work interviews)
- **Performance Management**
- **Discipline and Grievance Handling**
- **Appraisal skills**
- **Managing high performing teams**
- **Communicating challenging issues**
- **Coaching in a business setting**

We have designed and delivered a number of training programmes for clients across the NHS, councils, housing associations and private sector organisations.

GlaxoSmithKline

'I would like to give **Theatre&** many thanks for all the hard work, research and attention to detail which made this such a professional workshop. We've had delegate feedback saying 'brilliant, best training ever'. My thanks go to everyone who had an input into the preparation and delivery, not forgetting the fabulous actors who brought it to life and of course the tremendous facilitation!'

Wendy Wiggins, GSK

Case Study

GSK were looking to put together a challenging development programme to enable their managers to effectively manage their teams, working to strict quality standards and procedures. After extensive research, **Theatre&** developed a programme which looked at organisational ways of working as well as individual behaviours.

Royal Borough of Kensington and Chelsea

'The Theatre& workshops were very positively evaluated and were a great way to inject energy into a rather tired if essential management topic. The quality of the scripts, actors, facilitators and administration were second to none.'

Nick Alcock, Corporate Learning
and Development Manager

Case Study

This client chose to work with Theatre& Development to create a Performance Management training programme. Key to the programme was the provision of credible training scenarios for managers to relate to. The focus of the programme was to support managers in dealing with challenging situations, improve people management capabilities and reinforce the benefits of understanding motivational factors in the workplace.

Customer Service & Sales

A great customer experience is about how it makes you feel.

In an increasingly competitive environment, customers are demanding not only a fantastic product or service but also a unique experience that delivers above and beyond their expectations. Can you recall the last time you had a really positive experience as a customer? Can you remember what it feels like to be treated as an individual, not just the 30th caller that day? Can you honestly say that you know what great customer service looks like through the eyes of your customers?

How do you develop, manage and motivate your employees to deliver excellent customer service first time every time? What about users who have no choice but to use your

service – does it really matter what they think? Do you genuinely believe your sales team are delivering? How do you transform your sales team into a high performing, dynamic, customer-focused dream team?!

Our customer service and sales focused training programmes are a powerful and cost-effective method of approaching individual and organisational change. Whether your requirements are to help employees recognise the specific needs of their customers and service users or to adopt a more consultative approach, we combine a fresh and innovative style, delivering highly successful programmes with measurable outcomes.

Typical areas covered within our customer service and sales training programmes include:

- The launch of Customer Service Charters and Frameworks, and generating commitment to these
- Communicating the value of delivering excellent internal and external customer service
- Dealing with challenging situations
- The key behavioural competencies that contribute to excellence in customer service
- Challenging customer stereotypes
- Managing sales teams
- Creating a sales service level where personality is valued
- Consultative selling skills

We have designed and delivered a number of training programmes for clients across the NHS, councils, housing associations and private sector organisations.

Lyreco

'Theatre& did an excellent job of hitting our expectations. Delegates loved the training and we've had fantastic feedback about the style of delivery. Your facilitator was superb and actors were excellent. All in all a very good experience.'

Gavin Smith, Sales Director, Lyreco

Case Study

Lyreco chose to work with **Theatre&** after hosting a Customer Service/Management Development demonstration. Our particular approach was essential in order to bring to life key behaviours for Regional and Area Sales Managers. Lyreco specifically wanted to focus on demonstrating 'the right way of doing things' rather than just talking about it.

Riversmead Housing Association

'I would strongly recommend Theatre& to any organisation who is struggling to get buy-in from staff on particular areas of work or initiatives. You walk away feeling that you have been entertained rather than taught, but the messages given actually STICK!'

Heather Wilson, Customer Service Manager

Case Study

Riversmead selected Theatre& as they needed a training provider who could make an immediate impact to gain the interest and attention of their delegates. The specific aim of the training was to create a consistent approach in dealing with complaints, and embed a culture where complaints were seen as everyone's responsibility. Bespoke scenes were created to mirror the situations that delegates face on a daily basis and the facilitator-led exercises encouraged group interaction.

To find out more

If **Theatre&** sounds like the type of training and communications company that can deliver quantifiable results for your organisation, please get in touch.

Alongside the key programme areas detailed above, we research, design and deliver many successful bespoke projects which have all been very positively evaluated.

If you'd like to find out more details, discuss specific requirements with us, or request pricing information, please don't be shy, get in touch!

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