

PUT SOME FIZZ IN THE BIZ.

**NATHAN LOMAX, MANAGING DIRECTOR**
QUICKFIRE DIGITAL

“DON'T HESITATE, GET STARTED, ENGAGE WITH CASSANDRA AND WATCH THE MAGIC HAPPEN!”

We are an e-commerce focused, digital transformation agency. I am a Director and Co-founder of the business. The business formed in 2017 by three separate business owners coming together to create one best in class solution which has grown very quickly.

We are based in Norwich and have 17 people within the organisation

Previously we had a good culture however during lockdown as Directors and Managers we became a little distanced from our team and we needed to; get a benchmark of where they were and work out who needed more support.

One of the team who was Furloughed was quite demotivated. Motivational Maps have helped us to really understand what drives them and what we need to do to get them more engaged and in turn feeling more secure.

Before lockdown we were relying too much on taking everyone to pub golf or other social activities and we thought that was the culture. However culture is far more than that and we needed to start understanding each and every one of our employees.

It was important that we recognised everyone is motivated by different things and that we don't tarnish everyone with the same brush. We got Cassandra in, because we really wanted to ensure that we understood how we could maximise everyone's potential.

The very first thing Motivational Maps helped with, was ensuring people felt like they were listened to and that they had a voice. Being asked to complete a map showed them that we cared before anything else.

**ABOUT QUICKFIRE
DIGITAL****COVID-19 AND
FURLOUGH CHANGED
THE LIVES OF OUR
BUSINESS.****CASSANDRA'S
EXPLANATIONS OF
THE MAPS HAVE
REALLY HELPED US
UNDERSTAND OUR
TEAM**

Cassandra Andrews



We then took it to the next level by getting Cassandra to do some sessions with them. My favourite and most valuable session was the full team session where all the Directors sat with the team. We had a very honest and humbling session where everyone was really open with their thoughts. We would never have got such honesty if we hadn't got people into the right space and I believe that space was only created due to Cassandra and the exercise we went through with motivational maps.

One of the biggest challenges we had prior to undertaking Motivational Maps was getting alignment not only across the team but also the Board of Directors. There are some massive challenges around our different backgrounds and we wanted to understand each other better.

For us to function effectively as a Board and to have open and clear communication it's critical we understand what makes each of us tick. It's important to me to understand how I need to behave or speak so we have positive conversations and maps showed me certain things that previously I was oblivious to.

The key thing to understand is that just because someone has something high or low on their motivational map, it doesn't mean it's a strength or weakness. Cassandra's explanations throughout were really clear and very valuable.

It was especially valuable doing the Directors workshop first, otherwise I think the team session could have been quite challenging.

Cassandra's approach to the team workshop encouraged people to be open and honest. It's hard to be a prophet in your own home. If Cassandra hadn't been there the team would have been very reserved and we wouldn't have got as much out of them.

MAPS ALLOWED US TO NOT ONLY UNDERSTAND EACH OTHER BETTER BUT TO REALISE WHY WE BEHAVE IN CERTAIN WAYS.

CASSANDRA WENT MASSIVELY ABOVE AND BEYOND THROUGHOUT THE WHOLE PROCESS.

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I found the most value in Cassandra's ongoing support. Being on site for the team session rather than Zoom was especially useful for us, I don't think we'd have got the same results virtually.

Cassandra's delivery style was very different to other people doing a similar thing. She was totally engaging and in consequence the people in the room really bought in to it. Her transparency and honesty was really appreciated. We even had one team member who dialled in virtually and she managed it effortlessly as though nothing was different and the team really bought in to it and her.

When considering using Cassandra, we obviously thought about the cost. We thought 'what's the opportunity cost of us spending the money here, versus somewhere else', if I'm honest, I wish we'd done it earlier.

I think it's invaluable for the Directors and the team, to really understand and appreciate each other and how they are all motivated. If a potential client was on the fence about whether to use Cassandra's services, I would say go for it, really invest in your people, really take time to understand what makes them tick and you will start to see the fruits of their labour.

We particularly saw the ROI when we had the team session. The teams' interest and investment has continued so much so, that people are still talking about it and coming up with ideas, which has created a much more open environment which is exactly what we needed.

Cassandra was determined to see that we got the best possible return for our investment and these words clearly sum up our experience working with her.

CASSANDRA REALLY KNOWS WHAT SHE'S TALKING ABOUT

DON'T HESITATE TO GET STARTED, I WISH WE'D DONE IT EARLIER

WE SAW THE ROI AS SOON AS WE STARTED WORKING WITH CASSANDRA

KNOWLEDGEABLE. PASSIONATE. COMMITTED.

Cassandra Andrews

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Employee motivation is especially important during this period of Covid and whether we go in to a second lockdown or not, businesses really need to loose the ego. A lot of businesses think they know all about their team because they hired them and that couldn't be further from the truth.

I would encourage everyone to have this kind of session where you are very honest with your team and you too will be humbled and probably moved by just what they really think, opposed what you want them to think.

Don't hesitate, get started, engage with Cassandra and watch the magic happen!

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