



# CASE STUDY

## Delivering Engaging Site Briefings



### SOIL ENGINEERING GEOSERVICES LTD

#### Background

Soil Engineering Geoservices Ltd is a market-leading, UK-based provider of geotechnical, environmental and civil engineering services.

With a team of technical, operational and project management staff, the company recognised the need to ensure consistent, engaging communication on-site, particularly during briefings and safety updates. In 2024, they approached Sterling Training to help make site communications more effective to ensure their impeccable health and safety records were maintained.

The goal was to enhance the communication skills of experienced site staff as well as equipping new graduates with the confidence and tools to lead briefings effectively. A practical, learner-centred programme was designed to meet the needs of both experienced professionals and newcomers, focused on delivering engaging site briefings and 'toolbox talks'.

#### Our Solution

Ensuring learning was relevant, engaging, and immediately applicable was critical for the busy participants, so we developed a series of interactive workshops tailored to Soil Engineering's operational context. Each session combined practical exercises, role-play scenarios, and peer feedback to ensure participants could apply new techniques immediately.

For experienced staff, the focus was on enhancing engagement, clarity and impact in briefings, while also reinforcing leadership and team communication skills. For new graduates, the courses built foundational skills, confidence in public speaking and the ability to structure concise, clear, and engaging briefings.

Workshops were delivered in 2024 and 2025, both live online as well as on-site and in small groups to maximise participation. Real-life examples from Soil Engineering projects were incorporated to make the learning immediately relevant. The Sterling team also provided follow-up resources and optional coaching to reinforce learning over time.

## Outcomes and Impact

The programme has had a significant impact across Soil Engineering's teams:

- **Enhanced engagement:** Site briefings are now more interactive, with staff actively contributing and retaining key safety and project information.
- **Improved confidence:** New graduates as well as seasoned site staff report feeling far more confident delivering briefings, enabling smoother integration into project teams.
- **More impact:** All staff have adopted more structured and engaging briefing techniques, leading to better site team understanding and investment in the issues at hand.
- **Positive feedback:** Participants consistently rated the courses highly, highlighting the practical exercises and relevance to real-world site work.

The site briefings training formed an important part of Soil Engineering's development offering, helping to maintain high standards of safety, communication and professionalism on site, maintaining their reputation for being market leading geotechnical specialists.

*"Sterling Training's programmes have made a real difference to the way our teams communicate on site. From new graduates to seasoned staff, everyone has benefited from practical, engaging training that improved confidence, clarity and team collaboration."*

*Matt Peate  
Health and Safety Manager, Soil Engineering Geoservices Ltd*

## About Sterling Training

Since 2015, Sterling Training has been designing and delivering programmes that enhance effectiveness, build employee engagement and raise professional competence and service standards worldwide. Our expertise includes:

- **Core professional and interpersonal skills**
- **Leadership and management development**
- **Specialist trainer training and instructor development**
- **Cultural awareness**
- **Professional coaching**

Our best work is done when we are allowed inside the business workings and can recommend solutions to problems. That way, whether it's dynamic live online sessions or face-to-face experiences, we'll help achieve organisational ambitions by ensuring your teams have the capability and skills to deliver on the outcomes you seek.



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