

# CASE STUDY

## Boosting performance through people skills.



### Infinite Group

#### Background

Infinite Group provides retail and brand activation services across the UK, working with leading names such as House of Colour and Fujifilm. With teams operating in fast-paced retail environments, effective leadership and communication are essential to maintaining motivation, consistency, and performance.

When Infinite Group approached us, a group of managers and team leaders in a flagship London store were facing common challenges in managing young, relatively inexperienced teams. Issues such as inconsistent performance, personality clashes and low motivation were impacting morale and productivity. The goal was to equip leaders with the practical tools and confidence to manage these situations effectively — while maintaining a positive, professional team culture.

The key outcomes we were given, were for the team to be comfortable with their role and feel empowered, able to tackle people management challenges and ultimately for the Managing Director to be able to step away from supporting the team in these areas.

#### Our Solution

We started with meetings where the managers and team leaders shared examples of the challenges they were facing. We then designed a bespoke management and team leadership programme, tailored to Infinite Group's unique operational context and the realities of frontline leadership.

The training was provided on-site in London in 6 separate days, with a month between sessions to enable the team to practice what they'd learned. The course focused on the areas highlighted in the meetings, and provided scenarios and role plays including:

- Handling difficult conversations calmly and assertively
- Clarifying communication and reducing mixed messages
- Creating a psychologically safe team environment
- Recognising and responding appropriately to mental health and wellbeing concerns
- Improving performance management through clear expectations and feedback
- Building team cohesion and personal accountability

Sessions were highly interactive, combining discussion, scenario practice and reflection to help leaders understand both the “what” and the “how” of effective management.

## Outcomes and Impact

The programme led to immediate and visible improvements in leadership capability and team culture in the store. Reflecting on the training, the group talked about how it taught them to reflect and pause, fostering a more assertive and considerate approach with colleagues.

The participants mentioned that they learned the importance of flexibility and adaptability, as well as the value of putting themselves in someone else's shoes. Feeling more confident when dealing with conflict situations and the ability to adapt their approach to the other person's values was also seen as a clear winner. After the training was complete, the MD, Jean-Francois, reported that:

- The team's confidence and knowledge had grown substantially, especially at Team Leader level
- Clearer, more consistent communication has reduced confusion and improved accountability.
- A stronger sense of respect and understanding has developed between leaders and their teams.
- The training helped create alignment in leadership approach across managers and team leaders
- Improved leadership capability has supported much smoother day-to-day operations.

*I've been so impressed with how the team have developed. I have seen some great examples of the team handling their own challenges and being very fair in the process. Better still, no issues have been escalated to me since the training ended, which means they feel empowered to manage, so I'm delighted!*

*Jean-Francois Cahorn  
Managing Director*

## 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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