

# Case Study

## A MODEL FOR SUSTAINABLE LEADERSHIP YMCA NORTH STAFFORDSHIRE

**ROGER FAIRHEAD**  
**LEADERSHIP SPECIALIST**  
NOVEMBER 2022



CEO DANNY FLYNN

### THE BACKGROUND – ROGER FAIRHEAD

**'In 2018, YMCA North Staffordshire (YMCANS) asked me to provide leadership development for its Senior Management Team.** The work has developed into regular facilitation of leadership days involving coaching and strategic business planning. I asked CEO Danny Flynn to share the story.'

### THE STORY – DANNY FLYNN

**'Until I met Roger, I couldn't find anyone to help us build our team and grow the organisation.** After a decade

of expansion we knew a challenging next phase was approaching. Questions were looming over how to empower leadership and keep our momentum.

**'We wanted to make big changes for the long term** — removing outdated hierarchical structures, increasing employee engagement, developing a healthier culture, and building on asset-based thinking and community development models.

**'We turned to various consultancies — at some expense! — but struggled to fit with their methods.** We needed something more organic and relational. And we needed someone capable of understanding the complexities of running a charitable business — someone who "gets us and gets what we do".



**'That's when I chatted with Roger, who has helped us far beyond my expectations.** His leadership and project management skills initially sparked the idea for a leaders day with our team. Since then, he's played a crucial role in our progress.

**'He's coached our leaders, improved our teamwork and helped us steer in the right direction.** We've established leaders' Continuing Professional Development (CPD) plans, created a disciplined rhythm of action and accountability within our teams, and developed our 3-year business plan

based on key values and outcomes to drive the organisation forward. Through it all, we've reaped the benefits of Roger's consistent, systematic approach to development, planning and execution.

### THE YMCANS DIRECTORS DEVELOPMENT STRATEGY

Tailored to meet individual, team and organisational needs:

- Work through CPD plans including one-to-ones
- Gain alignment through regular meetings and the 6x6 planner
- Define values to drive YMCANS forward
- Develop a solid business plan to meet their compelling cause
- Create a more collaborative culture
- Pave a way for leadership transitions

### THE CPD PLAN

As an accredited coach in the following discovery tools, I facilitate the team collectively and individually through:

- The 6 Types of Working Genius
- DISC Profile
- Motivational Maps
- EQi2.0
- Maxwell Leadership

### THE 6X6

I work with the team to bring alignment and accountability on goals for each 6-week period. The 6x6 defines the steps towards goal achievement as 'Next Exciting Wins' (NEW).

I facilitate the NEW process with the team, as follows:

- Define it clearly
- Plan it carefully
- Show it conspicuously
- Revisit it continually

**ROGERFAIRHEAD.COM**

**'The most significant improvement is our ability to deliver on our plans.** Following more than a decade of exciting innovation, we felt challenged by how to manage our projects effectively and sustain growth. But leveraging Roger's productivity expertise made the difference — the accountability of his 6-weekly meeting format has driven us forward.

**'It's a discipline we've successfully taken forward into other projects,** allowing us to form key partnerships in the city, navigate delicate transitions, develop our 2020-23 Business Plan and take us through the pandemic. In the plan we articulate our vision to be a values-driven organisation that nurtures asset-based communities — and with Roger's help we're staying on track.

**'In the meetings, Roger keeps us grounded in reality with the right questions.** But he also encourages us to think creatively and innovate, often unlocking new ideas. Through his coaching he continually affirms our gifts and talents. He helps to ensure that the right people are in the right seats.



**'It's this kind of support that enables us to build towards a sustainable future:**

- **Leadership development** — working through CPD plans
- **Better teamwork** — bringing higher accountability to the table
- **Project management** — measuring progress and delivering on key projects
- **Decision-making** — defining values to drive us forward and empower leadership
- **Healthy culture** — becoming more collaborative
- **Engaged employees** — encouraging people in their strengths
- **Strategic planning** — developing a solid business plan to meet our cause

**'As we continue to implement our strategy, I'm confident** we're better equipped to achieve our goals — and we're getting better. Roger's ongoing coaching, encouragement and skilled facilitation is helping us fulfil our mission.'

---

*'We've always had leadership meetings and worked through various problems and plans. But Roger has brought a more consistent accountability to the table. He's coached us to become better project managers. Our leadership and teamwork is more disciplined as a result.'* **Yvonne Dyer, YMCANS**

*'We've been on an incredible leadership journey with Roger over the last four years – we work so much better as a senior team and a wider team.'* **Dave Williams, YMCANS**

**READY TO EQUIP YOUR LEADERSHIP AND ACHIEVE YOUR GOALS?**

Roger offers a **FREE** discovery call to help you clarify what you want to achieve and discern whether the Sustainable Leadership model is what you need at this time. No obligation. [\*\*BOOK YOUR CALL>>\*\*](#)