



Case Study

Building a collaborative culture for success



“Flume helped us shape a highly collaborative culture and strengthen client relationships.”



Libby Robinson, EMEA Managing director, M&C Saatchi Mobile

M&C SAATCHI MOBILE STATS

Mobile Marketing Agency

Campaigns in 124 countries

Revenue: \$11.5M



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CHALLENGE

“We turned to Flume for bespoke training to **develop the internal and external communication skills** needed for a smooth expansion process. We knew that having talented people isn’t enough. We needed a collaborative culture, where people cooperate and communicate effectively, to succeed.”

SOLUTION

“Flume’s programme helped grow the collaborative culture we wanted. Junior staff were given development plans to **boost confidence, skillset and empowerment**. Managers were assisted to **support and communicate with their younger staff**. The attention to detail was incredible: after each session we received a summary on each individual’s strengths, weaknesses and next steps.”

RESULT

“We now have a healthy internal culture where people understand how to get the most out of other people in their teams. They are better equipped to ask clients the right questions to see what they want. This has helped us **grow our client base and drive new business quickly**.”

“Built to fit our culture”

“Incredible attention to detail”