



# Case Study



## The client

Seaton Community Church has a relatively young team led by Pastor Barry Douglas. It's based in a low-income neighbourhood in Aberdeen and they are involved with the community, building a new church due to be completed at the end of this year.

## The challenge

Most of the team are aged between 25 and 35 and on the whole, are volunteers. They were looking for a way to get the most out of their collective skillset and be able to work together as effectively as possible, particularly because as a group, many of them are putting in time outside normal working hours and beyond their normal day jobs.

## The solution

A mentor who worked with the pastor, George Thom, had previously worked with Nicky Carnie and experienced the value of a C-Me profiling approach to teamworking and leadership. He felt that the church leadership team would benefit hugely from the effective and powerful insights working with Nicky would bring.

George says, "Having a mature in years leadership isn't always the answer, because older people aren't always as open to embracing change. When you're encouraging people to listen and be open, be mission-raising in your own environment, and embrace change, you need to be able to do it and show it in your own behaviour."

He had spent time with Pastor Barry in Montenegro, working with displaced refugees and knew that Barry would be open to this approach and that the team would too. The team were mostly fully employed elsewhere in the oil & gas industry and had a valuable skillset that was useful for the building project and the smooth running of the church, day-to-day. Nicky was brought in to meet them all, prepare profiles and run the sessions, so that each of them could recognise their role in the team, what each had to offer, and the kinds of behaviour each might display.



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## The outcome

Pastor Barry said, “This journey that Nicky has started us on, her delivery style and engagement, were excellent. She knew it was a church group rather than a corporate environment and she was very well received. She’s got a real passion for what she does and that really comes across, she has a lot of empathy and she’s got the right manner and attitude about her. She was also challenging at times in some of the sessions, she displayed a good range of behaviours herself with the group and that helped us all warm to her quickly.”

People’s response to the sessions and profiling was tremendous. Most hadn’t been exposed to this way of seeing other people in their team, because they work in more traditional commercial environments that are competitive rather than collaborative in style and culture.

There was a real willingness for them all to get involved, participate, and they all embraced it, which was very encouraging.

For the pastor, it was very significant in terms of his own evolving leadership qualities. Barry is naturally Green in terms of his own behaviour and has now learned how to be more Red, assertive and decisive, when he needs to be. They also learned that there was no one on the leadership team who was naturally Red, there were three Yellow, three Blue and three Green, with Barry closer to Yellow than Blue. Having the sessions revealed this to the whole team. It may not be a problem not to have anyone naturally Red, but it has meant they’ve realised there are times when they need to adapt from their natural persona to enhance communication and decision making.



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