

**WEATHERPROOFING
ADVISORS LIMITED****AT THE TOP: WEATHERPROOFING ADVISORS LTD****Organisation**

Weatherproofing Advisors Limited is a privately owned national roofing contractor in the United Kingdom that, first and foremost, values its clients and its employees. The company enthusiastically embraces collaborating and partnering with everyone involved in its business sphere—customers, employees, supply-chain partners, and the community.

From its depots in Blantyre, Newcastle, St. Helens and Leeds, Weatherproofing Advisors offer significant experience to customers across all industry sectors and has partnered on many Private Finance Initiatives (PFI). The company promises to deliver value for money in its fit-for-purpose weatherproofing solutions while maintaining health and safety as paramount goals.

The company is extremely proud of its many achievements to date. Its reputation is second

to none and has been earned by outstanding commitment from all its employees over the years. Weatherproofing Advisors has a unique culture. For instance, no one in the company has a separate title; rather, everyone, including the owner, is referred to as an “Advisor.” Weatherproofing Advisors will continue to make positive strides into the future by continually evaluating the way it does business and by raising the performance bar.

Job to Be Done

Weatherproofing Advisors Ltd has a successful business model that keeps the company at the forefront of leading roofing and cladding contract companies. Over the years, the company has invested in training and development and has been recognized by Investors in People 12 times and accredited by them 4 times, including in 2007. To remain in this leading position and to take advantage of future growth, the company needs to lift its existing

employees to new levels of performance, thinking, and results. It also needs to recruit people who can contribute additional value.

Solution

In May 2007, a training and human-resources advisor was appointed to the Council of Advisors (equivalent of a board appointment) and was charged with lifting the organisation to a higher level through the enhanced achievements of the people in the organisation. *The 7 Habits of Highly Effective People* was seen as a cornerstone for this strategy, and although the learning from this material was available to all within the organisation prior to this appointment, it was left to individuals to read and adopt the aspects best suited to their role, with some external interventions from time to time.

In the latter part of 2007 and early 2008, *The 7 Habits Signature Programme* was launched within the company. The 50 participants came from across the spectrum, from strategic advisors to administrative advisors. The *7 Habits* programme now provides an umbrella framework for all training investment within the company, with emphasis being placed upon the *Leadership: Great Leaders, Great Teams, Great Results* programme particularly as it relates to succession planning strategy.

Results

The 7 Habits training has had a remarkable effect. It has been adopted by most people in the organisation, and whilst some people still do not practice the habits, they at least are aware of a common language and an agenda within Weatherproofing which cannot be ignored. The language of the *7 Habits* is now used in meetings by everyone to ensure that all understand the objectives and commitment required.

Furthermore, the language from the *Leadership* training is now permeating through to operations meetings. Agenda for these meetings now feature

the five building blocks of “Cash, Margin, Velocity, Growth and Customers,” with all departments now reporting on and committing to Wildly Important Goals (WIGs) on a weekly basis.

No quantitative measurement of success has been taken yet. But it is clear that there is a heightened sense of excitement, motivation, and even fun in company meetings, workshops, and approaches to work. One development is Weatherproofing’s new desire to partner with its supply chain of customers and suppliers. Fundamental to this is the development of *7 Habits* language and approaches within the supply chain.

Testimonials

Below is a selection of comments from participants in *The 7 Habits of Highly Effective People* workshop:

“Absolutely wonderful materials, teachings, and learning points.”

“I feel inspired to go out and achieve something in life.”

“I love this course and want more.”

“I felt very emotional when we were working on our Personal Mission Statements.”

“I will take charge of my life—and have decided to change my girlfriend.”

“We need this to be adopted across the company and within our supplier base.”

“That Time Matrix is just so powerful that I am going to hunt down all my QIIIs and QIVs and get rid of them.”

“This was just so enjoyable.”

“I was cynical about all of this Covey stuff, but now I am a convert.”