

Seeing beyond the spectrum: How Insights Discovery maximised workforce potential at Specsavers

Introduction to Specsavers:

Specsavers stands as a beacon of innovation and care, helping more than 42 million customers with better sight and hearing in 11 countries. It has established itself as one of the market leaders by focusing on making expert care accessible and affordable for everyone.

Specsavers turned to Insights in 2017 to help transform its organisational dynamics and empower a growing workforce in the Northern European region.

Why Insights Discovery?

Specsavers chose to work with Insights across Northern Europe to enhance team effectiveness and to breathe life into their HR global set of values & behaviours, focusing on collaboration, compassion and curiosity.

Insights Discovery unveiled underlying trends hindering collaboration, offering a common language for diverse teams across various regions. The impact surpassed expectations, particularly at the leadership level.

Addressing business challenges:

With a comprehensive approach, Specsavers implemented Insights Discovery across all departments in Northern Europe including Denmark, Sweden, The Netherlands, Norway, and Finland.

Personal profiles and team workshops became essential, facilitated by Specsavers' own Insights Discovery accredited Practitioners. This ensures that all workshops are delivered by knowledgeable professionals who deeply understand the Insights methodology and its application across multiple regions.

Insights became an important tool for transforming team dynamics and fostering collaboration.



The positive impacts of Insights Discovery:

The shift in perspective brought by Insights Discovery was evident in the experience of Callam Pye, Head of Data & Business Intelligence at Specsavers who found that Insights shattered stereotypes, revealing the unique traits within the team. The emphasis on authenticity led to a clearer understanding of strengths, fostering personal and professional growth. This extended beyond the individual, closely linking with Specsavers' specific set of values.

Key contributions:

Collaboration

- Encouraged authenticity and channels for open communication
- Helped team members feel empowered to contribute unique perspectives

Compassion

- Enabled individuals to connect with each other on a deeper level
- Created a sense of unity, even in a virtual work environment

Curiosity

- Appreciated diversity and fostering a culture of curiosity on individual differences

Insights Discovery resources:

The Insights Discovery card game emerged as a great asset for engaging learning experiences. Trine Bruun Barreth, Learning Manager at Specsavers NE, highlights its effectiveness.

“The Insights Discovery card game has proven to be a valuable tool in Insights workshops at Specsavers, creating a highly positive and engaging learning experience for participants.”

The game not only made workshops enjoyable but also fostered self-reflection and team awareness, unveiling areas for growth and development. The power of Insights Discovery was showcased during the game with Callam Pye, Head of Data & Business Intelligence at Specsavers stating that the missing ‘creativity’ card highlighted “the need to enhance their creative problem-solving skills and approach to finding solutions collectively in his team.”

This moment reinforces the importance of embracing our individual differences and leveraging them to foster a more innovative and collaborative work environment.



Impact on people, teams, and the organisation:

The holistic approach of Insights Discovery paved the way for enhanced performance and overall team effectiveness. Adopting a common language of colour energies enabled Specsavers to better recognise team differences, value them as a strength, and use them to create an excellent workforce dynamic.

The impact of Insights Discovery at Specsavers was measurable through:

Improved collaboration in remote teams:

- Teams across various locations collaborated more effectively.

Minimised frictions:

- Increased understanding and reduced any conflicts within teams.

Better communication:

- The shared language of colour enhanced the effectiveness of communication.

Conclusion:

Specsavers' journey and the impact learners experienced is a testament to the transformative power of Insights Discovery. From improving collaboration to fostering empathy and respect, the organisation has embraced authenticity, unlocking the full potential of its diverse workforce.

The Insights Discovery journey at Specsavers showcases not just the tool's effectiveness but also the commitment to continuous improvement and innovation in the pursuit of organisational excellence.

“Working with Insights Discovery has brought about a profound realisation that we are all inherently different, leading to a genuine appreciation for these differences. The ability to understand and engage in conversations using the language of colour has been instrumental in helping us navigate conflicts and issues with a heightened level of respect for one another. As a result, our team collaboration and performance have experienced significant improvements.”

Callam Pye, Head of Data & Business Intelligence at Specsavers.

