



THE
TRUSTED
EXECUTIVE

Case Study

NAHL Group PLC. Putting the Nine Habits of Trust at the Heart of Long-Term Growth Plans.

NAHL Group plc is the parent company of National Accident Helpline (NAH), Fitzalan Partners (Fitzalan), Searches UK (Searches) and Bush & Company Rehabilitation (Bush & Co.). NAH was established in 1993 and has grown to an industry-leading position as an outsourced marketing services provider, assisting genuine accident victims in seeking compensation and redress for injuries suffered.



The Group is going through a transitional period in transforming their Personal Injury division to deliver long-term growth.



At the heart of the Group is a set of values, launched when **CEO, Russell Atkinson**, was appointed. The values are well embedded across the organisation and used effectively in performance management and recognition and reward.

“Implicit in trust is living by our values. Our four values – unified, passionate, driven, curious – they imply trust. It implies that we’re unified, all working together, have respect for each other. It implies that we’re driven to find the right solutions, that we’re curious about doing things the right way to help our customers. To do all this takes a passion for what we do.”
Russell Atkinson, CEO, NAHL Group Plc.

It was the value of curiosity that led the Group to discover The Trusted Executive Foundation. Russell Atkinson comments:

“The (Nine Habits of Trust) Framework is used to promote deeper thinking about how executives operate, how they process their thoughts, and how they act as individuals. I believe the Trusted Executive (Nine Habits of Trust) model that we are now rolling out, is going to further enhance our business and support our future success.”

Russell Atkinson

THE NINE HABITS OF TRUST FRAMEWORK

ABILITY



INTEGRITY



BENEVOLENCE



The first step of exploration was a Journey of Trust workshop with the Group's senior team, facilitated by Dr John Blakey, Founder of The Trusted Executive Foundation. The team was inspired and used the framework to share feedback, learnings and proposed changes. Each member of the team took one or two habits back into their areas of the business and used the opportunity to strengthen and demonstrate the nine positive traits.

“We’re moving our Personal Injury business model from a cash upfront claims aggregator into a law firm. It’s like a Formula One car driving around a track – you’re changing the wheels and turning it into a rally car – but still driving it. So, I would say the habit we’ve done well is being brave (Habit No.8).” - Russell Atkinson



Be Brave is one of the nine leadership habits that inspires trust. The bravery that contributes to trustworthiness is choosing to speak up and make a stand for the wider good. Bravery is not being fearless: it is the capacity to act in the presence of fear.

A further workshop with the leadership team was held, and the results of a unique ‘Nine Habits of Trust’ survey were revealed and discussed. The survey identified the strongest and weakest trust habits in the leadership population. At this point, an action plan was created to support the development of key areas of the business to improve results and drive measurable value. The Trusted Executive Foundation team then facilitated a further management conference where employees worked in small groups to discuss which of the Nine Habits they’d been developing.

“Our HR Director, Marcus, and our CFO, James, both love it! They’re fully involved, understand its value and are driving it forward.” - Russell Atkinson

Going forward, individual 360 feedback reports using the Nine Habits of Trust model are enabling the senior team to support the employees with their personal development and nurturing skills. Helping them and equipping them for a changing workplace and a changing world.

According to research, in the UK personal injury market, NAH is the most trusted and most searched for brand. It also has the top click-through rate to its website. It was recognised by the Sunday Times as one of the top 100 best small companies to work for in 2019 and received an Investors in People Gold status to go alongside the Silver award in Critical Care. It has also seen significant improvements in employee engagement scores across the Group - well ahead of national averages.

The Trusted Executive Foundation is supporting NAHL Group Plc with the challenge of retaining the levels of trust that they’ve reached.



Adam Nabozny, Managing Director of Legal Services, continues to ‘walk the walk’ by joining the community of trusted executives on the fellowship board programme. Board-level leaders from diverse sectors come together every

month to support and challenge each other to achieve courageous goals. This ensures they stay focused on the Nine Habits of Trust to deliver the triple-bottom-line of results, relationships and reputation.

“We’re developing something special here at NAHL, and I believe there is every reason to be excited.”
Russell Atkinson

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Aston Business School