



## SHIFT Programme Testimonials

### Module by Module

#### Shabnam H – Senior Claims Adjuster

##### 1. Strengthen Your Presence

*“For me the most beneficial part of the Strengthen your Presence module was creating my personal brand statement. I found the journey most enlightening. It required me to spend time on myself and dig deep to draw out my core set of values. Once that foundation was set I could then focus my energies on what I do, how I do it uniquely and my target audience.*

*The process involved time and effort but the rewards were worth it. I now have a personal brand statement true to my values which fits on a post-it note. I carry it with me and sometimes when I feel a little lost I read it and it reminds me of who I am and what to focus on.”*

##### Why Image Matters

*“The Image Matters module highlighted for me the benefits of putting more thought into what I wear to work every day. A meeting lead by the CEO and CUO requires me to be confident and deliver what I have to say with authority. Through trial and error I have found that when I wear a structured neutral suit and add my own style through the use of accessories such as a brooch or coloured gemstone jewellery I naturally feel more confident in my appearance. This then allows me to focus all my energies on the material I am to deliver at that meeting. In contrast in meetings with my peers where I wish to communicate approachability less structured clothing with patterns encourages openness and a wish to converse.”*

Thinking Choices Limited, Pilgrim House, Packhorse Road, Gerrards Cross, Buckinghamshire SL9 7QE

VAT Registration Number 174 3357 02

m 07849 836319 t 01494434307 e [catherine.cuffley@thinkingchoices.com](mailto:catherine.cuffley@thinkingchoices.com)

[www.thinkingchoices.com](http://www.thinkingchoices.com) [www.catherinecuffley.com](http://www.catherinecuffley.com)

Applied Neuroscience for Peak Performance Senior leaders • Newly promoted leaders • Emerging talent

## **2. Harness your Potential Testimonial**

*“My biggest take from the Harness Your Potential module was to “act as if you already have the job you’re seeking.”*

*Once I had that switch in mindset I was acting at the next level and so could add more value. New ideas were popping into my head which supported the company’s objectives, aided my manager’s responsibilities and developed my colleagues’ knowledge.*

*It’s not easy because I had to do a lot of additional work outside of my current role but once I started to perform different tasks to benefit different levels I felt confident, from the inside out, that I could hold my own in any scenario.”*

## **3. Initiate Supportive Relationships**

*“From the Initiate Supportive Relationships module, for me, there were two light bulb moments:*

- *the first was when I realised that my best sponsor is me, as no one can support my career as actively as I can; and*
- *the second was when I realised that just because I achieve goals it doesn’t follow that key stakeholders, who can help and support my career, are aware of these accomplishments.*

*Consequently, by being my best sponsor, I found the most productive way for me to raise my profile was to showcase my accomplishments in an authentic way i.e. by keeping a dual focus: a synergy between making a contribution to others whilst finding a reward for myself. So for example, when I work on a claim with another syndicate and I don’t know their claims handler, after an initial meeting to discuss the claim, to further enhance the relationship I follow up with an invite for coffee or lunch and take that opportunity to also introduce a junior colleague so as to build their market presence.”*

## **4. Focus on Strategy**

*“For me the take-away from the Focus on Strategy module was twofold:*

- *Firstly the realisation that strategic thinking is both an art and a science. The art being the identifying of goals and the science being the actions and resources to carry out those goals.*
- *Secondly the unveiling of the mystery to strategic thinking. I learnt to think more strategically you need to take a big picture, longer term approach to challenges and opportunities and the way to achieve this is to use models such as the PESTLE framework and SWOT analysis. I’ve subsequently used both and they have helped me to focus on the overview and not the detail.*

Thinking Choices Limited, Pilgrim House, Packhorse Road, Gerrards Cross, Buckinghamshire SL9 7QE

VAT Registration Number 174 3357 02

m 07849 836319 t 01494434307 e [catherine.cuffley@thinkingchoices.com](mailto:catherine.cuffley@thinkingchoices.com)

[www.thinkingchoices.com](http://www.thinkingchoices.com) [www.catherinecuffley.com](http://www.catherinecuffley.com)

## 5. Think like a Leader

*“For me the biggest revelation was that people aren’t born to lead. Leadership is a skill like any other and so just like any other skill it can be developed through effort, good teaching and persistence.*

*I held a set of beliefs around what made a Leader and unconsciously this was sabotaging my own leadership development. So now I have replaced my negative beliefs about leadership with empowering ones and every day I vocalise these to myself and I learn to handle my “little voice” of doubt. I may not always succeed but I know it’s a journey and I’m on the right path.”*

Thinking Choices Limited, Pilgrim House, Packhorse Road, Gerrards Cross, Buckinghamshire SL9 7QE

VAT Registration Number 174 3357 02

m 07849 836319 t 01494434307 e [catherine.cuffley@thinkingchoices.com](mailto:catherine.cuffley@thinkingchoices.com)

[www.thinkingchoices.com](http://www.thinkingchoices.com) [www.catherinecuffley.com](http://www.catherinecuffley.com)

Applied Neuroscience for Peak Performance Senior leaders • Newly promoted leaders • Emerging talent