

# Cotton On

LMA prepares Cotton On managers for future growth



## COTTON ON

### The Issue:

This leading retailer, in order to cope with its rapid growth, required an organisation wide management and leadership approach.

### The Solution:

LMA delivers a multi-tiered leadership and management development programme to help Cotton On's staff prepare for future growth and deliver an immediate improvement in results.

### The Result:

LMA increases job satisfaction and retention rates amongst Cotton On's staff with its personal and professional management approach. In addition, performance and productivity has also improved.

Cotton On is one of Australia's fastest growing retail brands, known for its funky fashion and streetwear for guys, girls and kids.

The Cotton On brand encompasses a youthful attitude and style which is reflected in its cutting edge clothing. Operating for more than 15 years, with over 150 stores throughout Australia and New Zealand, Cotton On is a rapidly expanding team of vibrant professionals.

With an interest in growing its people as well as the company, Nigel Austin, Managing Director of Cotton On, contacted Leadership Management Australia Pty Ltd (LMA) to alleviate the pressures that growth had inflicted on Cotton On's management. LMA has since played a key role in equipping the company's management team with the right skills to be at their best, both personally and professionally.

## LMA equips Cotton On for effective growth:

As an extremely successful, fast growing company, Cotton On's senior management was rapidly taking on greater challenges and responsibility by managing larger groups of people. This exacerbated the need for a management programme that could be implemented organisation wide. Nigel comments, "We had a group of people that were extremely talented at what they did but weren't fully trained or equipped with the necessary skill sets to be able to manage large groups of people. This was a growing pressure as we increased in size, so our aim was to enhance the knowledge of the group so we could move towards expansion."

Nigel continues, "A former colleague recommended LMA as the solution to meet our needs. After undergoing the LMA training ourselves at an executive level, we contracted LMA to provide training to over 70 of our management staff who we see as the future of our organisation."

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Nigel Austin, Managing Director, Cotton On:

**“LMA has allowed us to create the right environment for expansion. Our managers across the organisation now feel proactive in taking full responsibility for the growth and well being of their team.”**

### A cultural shift towards consistency:

One of the main benefits of LMA for Cotton On has been the creation of a consistent and empowering culture for its staff. “On a business level, there has been a whole organisational and cultural shift towards consistency. With LMA we are now all walking the same walk and talking the same talk.” says Nigel. He explains, “During the sessions we discussed where we could take the business and therefore everyone feels they can play a part in taking the dream a little further.”

### Managing for a better work-life balance:

An attraction to Cotton On was LMA's comprehensive approach to management and leadership on both a personal and professional level. “Whether it is a senior manager finally taking their kids on an overseas holiday or a young person learning how to hold a meeting more effectively, the benefits of LMA run across the board,” says Nigel.

Nigel continues, “LMA forces you to make sure your personal and business goals are interlinked and are balanced with one another. Everyone is much more efficient and they now feel empowered to drive processes both personally and professionally.”

### Happier, more productive staff:

One of the main aims of the LMA programme for Cotton On was to increase the job satisfaction and productivity of its staff. According to Nigel, “A company's employees are its greatest asset and they should be valued as such. The LMA programme has increased staff contentment by focusing them on their career paths, equipping them with the ability to set goals and providing the encouragement to achieve them.”

### A flexible, tailored approach:

Also beneficial to Cotton On was the ability for LMA to tailor its programme to suit the needs of the business and deliver consistently throughout Australia and New Zealand. “We have a very youthful, vibrant culture at Cotton On and LMA was able to change its tempo to make it extremely relevant for our business,” says Nigel.

Nigel continues, “I definitely look forward to continuing Cotton On's relationship with LMA. I would rate LMA 10 out of 10 for service so I have no hesitation in recommending them to any organisation that is serious about not only growing itself, but also its people.”

To discuss how we can help you achieve exceptional results in your organisation, contact us on (Aust) **1800 333 270** or (NZ) **0800 333 270** or visit [www.lma.biz](http://www.lma.biz)