



# Developing an Eye for Accuracy CASE STUDY



## What was the situation?

LV= aims to be Britain's best-loved insurer and therefore demands exceptionally high standards from staff who are working with large volumes of numerical and verbal data on a daily basis. It is key to their business to understand and eliminate errors and a taster workshop delivered by Scott Bradbury early in 2013 was so well received that LV= immediately signed up for the *Developing an Eye for Accuracy* programme.

## What did they do?

As well as the *Developing an Eye for Accuracy* programme, LV= signed up for Scott Bradbury's *Train the Trainer* course which saw four of its employees qualify to become internal trainers. *Developing an Eye for Accuracy* is held in such high regard by LV= that it now forms part of the company's six-month training plan for new starters.

## What was the result?

More than 120 LV= employees have completed the *Developing an Eye for Accuracy* programme. Trainers like the fact that the course is full of mini-assessments and exercises that maintain delegates' interest. Training delivered internally by LV= accredited trainers achieved an 80% reduction in errors and a 3% increase in processing speed during the initial implementation. Even six months after the original training course, tests showed that improvements in accuracy had been sustained, with a 35% reduction in errors and a 3.5% increase in processing speed compared with the pre-training results.



Maria Pym, Life L&D Administrator, LV=

“ Scott Bradbury's after-service has been absolutely fantastic! We asked if it would be possible to get re-tests done every one, three and six months and Scott Bradbury sorted this out for us within a week even though it wasn't part of our package. They have always gone above and beyond the call of duty and that really impresses us ”

### LV= delegates who have attended the course say:

“ Looking forward to having the team deliver it! ”

“ Really interesting and insightful course ”

“ Nice structure, easy to follow, lots of chance to practise ”

“ Very helpful and very enjoyable ”

“ Very interesting on how you can better your skills ”

“ I liked the mixture and variety of the exercises to cater for mixed learning styles ”

“ Great engaging trainer ”