

Choosing the Future

“We work with Genergy because we want to see big, fundamental growth and change quickly and they really deliver on this. The Apprentices can be a tough audience but the Genergy facilitators have the ability to make the sessions really impactful and powerful and to work in the moment with individuals and the group. Big shifts in awareness and behaviours are achieved. We’ve been very happy with the results we’ve seen”.

Tromie Dodd, Programme Manager, Fifteen’s Apprentice Programme

Introduction

The Jamie Oliver Foundation’s **Fifteen** provides young people with an unexpected, exceptional opportunity to flourish. Alongside the day-to-day running of the restaurants, **Fifteen** operates a pioneering Apprentice Programme for young people between the ages of 18 and 24.

Challenge

The young Apprentices have often had a tough start in life. Their grit, determination and courage have seen them through against the odds. These Apprentices bring a particularly well-developed instinct of self-reliance combined with some engrained patterns of behaviour. They also bring a passion and energy for speaking the truth in each moment with honesty, bluntness and vigour. Fifteen’s challenge is therefore multi-fold: their Apprentices need to grow at pace, they need to be strong enough to choose the behaviours they need in each moment, they need to operate instinctively as part of a powerful collective team and, from a business perspective, do all this whilst delivering Fifteen’s unique culinary experience. How can their powerful energy be transformed to deliver all of the above?

The Solution

Genergy were asked to rapidly transform the ability of these Apprentices to operate in each moment with individual power and collective ownership. **Genergy** began by using **Insights Discovery™** to deliver clear and striking awareness of not only how each Apprentice operates as an individual, but also of how others operate and how to instantly choose new behaviours to create powerful relationships with others. This urgent change included clearer self-awareness, increased confidence, firmer self-belief, and a stronger, immediate sense of in-the-moment behaviour-ownership. Self-defensive reflexes were quickly replaced with the excitement of knowing they could quickly unlock new types of best behaviour in each other. Amid the realisation, the laughs, the tears, the jokes and the utter frankness of response, the ignited Apprentices soon realised how many moments with others they could instinctively influence and even transform.

With this awareness, **Genergy** helped them immediately grasp the power of choice. **Genergy** developed the group’s awareness by showing them how to communicate with power, read others and instinctively sense their own repeat patterns of behaviour. With trust firmly in place, we worked with different members of the group in full visibility of the others and helped them quickly start behaving beyond their past. They began to enjoy changing their behaviours together in each moment. They were moving on and were excited about what they’d discovered: the true opportunity of choice in each moment of their present and future.

And Now?

Fifteen has seen a powerful impact in the way the Apprentices are operating. They are more conscious of their own behaviours, are able to embrace their strengths and also to change engrained patterns of behaviour more easily. They are also operating strongly as a team and are passionate about supporting and mentoring each other in new ways. Senior management at **Fifteen** have noted much greater resilience and consistency of behaviours in this year’s Apprentices, with a positive and challenging ‘us’-ethos rapidly spreading through the group. As a result, management has been free to step more out of the day to day challenges to focus on further amplifying the impact of the Foundation in coming years. With the vibrant support of his colleagues and Jamie Oliver, one of the Apprentices has now been nominated to become an Olympic torch bearer in 2012. After his first day with **Genergy**, he shared one of his conclusions:

“Life’s more than just about being an ingredient, isn’t it? When you can choose each behaviour in each moment and even help others in new ways just by being you, you realise that you’re actually part of a meal more incredible than anything you could ever cook alone.” *Dong Tran, Fifteen Apprentice*