

Preparing Great Leaders



West Midlands Challenge

2018 Best Team: Rugby Borough Council

**Share their experience and why you should
sign up!**

Rugby Borough Council

OUTCOMES

“The LA Challenge creates the perfect platform for council staff to step up and take on a senior leadership role during a demanding, high-pressured situation.

“Rugby Borough Council has entered a team into the challenge for the past three years. It’s a perfect fit for the council’s corporate values, which include commitments to support staff development, work together to achieve common goals, and be creative and flexible when delivering services.

“For many staff, working at a council can be a ‘goldfish bowl’ experience. A member of the finance team may never cross paths with a planning officer. IT staff and housing officers can pass each other like ships in the night.

“The LA Challenge not only brings staff from different council departments together to work as a team, but also encourages staff to look beyond the confines of the goldfish bowl and grasp the bigger picture of managing the wide range of departments which deliver a council’s services.

" Rugby’s winning team comprised of Lee Clark (Estates Management Team Leader), Mike Connell (Senior ICT Officer), Katherine Stone (Local Land Charges Officer), Lynsey Parkinson (Technical Accountant), Lynda Carter (Visitor Centre Assistant), and Sophie Leaning (Senior Planning Officer). For Sophie, the LA Challenge was in stark contrast to her role in the council’s development strategy team:

“Day-to-day I work in a very calm, measured environment, so the opportunity to work in a fast-paced situation and be able to think on my feet was great,
"I loved the creative nature of the challenge, having the freedom to come up with solutions to problems we do not usually encounter at work.”

As a relative newcomer to the council, self-confessed extrovert Mike Connell signed up for the challenge to work with colleagues from other departments:

“I wanted to do my bit to break the stigma of uncooperative and insular IT departments. What I enjoyed most about the challenge was the team spirit, which ultimately powered us through to win.”

Winning the LA Challenge has done wonders for the self-confidence of all the team but, for Mike, it also brought a new appreciation of senior management:

“I now have a far greater understanding of the kinds of pressures senior management teams have to deal with and the importance of keeping a strategic vision when 90 per cent of the people you deal with focus on operational details,” Mike said.

Mike Green, Communications, Consultation and Information Officer said: “I had never considered a senior management role a career ambition before taking part in the challenge, but it’s now a level I aspire to.”



Book Your Team

PREPARING TOMORROW'S LEADERS - BUILDING A STRONGER WEST MIDLANDS

West Midlands Challenge 30th April 2020