

**i2i**





**i2i**  
impossible 2 inevitable

**i2i - inspiring success**

“So many of our dreams at first seem **impossible**, then they seem improbable, and then when we summon the will, they soon become **inevitable**.”

Christopher Reeve

03	Contents
04 - 05	Welcome from i2i CEO
06 - 07	Timeline - i2i Worldwide Results
08 - 09	i2i Business
10 - 11	Rolls Royce
12 - 13	Travel Counsellors
14 - 15	Royal Mail
16 - 17	Premier Inn
18 - 19	i2i Sport
20 - 21	Golf
22 - 23	Football
24 - 25	Cricket
26 - 27	Rugby League, Athletics and Snooker
28 - 29	i2i Education
30 - 31	Education Background and Awards
32 - 33	Results
34 - 35	WIN Case Study - Ashton High
36 - 37	WIN Case Study - St Bede's RC
38 - 39	i2i Information
40 - 41	Background and Book 'They Did You Can'
42 - 43	Values and Solutions
44	Contact

“The future belongs to those who believe in the beauty of their dreams.”

Eleanor Roosevelt

**i2i enable organisations and individuals to hit their objectives and maximise their potential, by clearly understanding the psychological strategies that lead to success.**

CEO Michael Finnigan has been working in this field since 1992, consulting with corporate, public sector and sporting clients all over the world and has established i2i as the leading specialist to inspire and deliver positive change.

i2i clients include household names throughout the world who come to i2i looking to solve a wide range of big picture issues including bottom line performance, recruitment and selection, manufacturing effectiveness, sales targets, customer service excellence, merger and acquisition management, employee engagement and cultural change. Solutions needed may include a combination of in-depth programmes, conference keynote addresses, leadership development, behavioural change workshops and 1-2-1 coaching.

This document contains case study examples of these projects; including how the build time for an aero engine was reduced from 400 days to just 14 and how a ground breaking sales programme helped to grow new business by £5 million per week.



i2i work extensively within elite sport, spending five years alongside Sam Allardyce at Bolton Wanderers, winning promotion to the Premier League, before enjoying five years at Everton as they qualified for the UEFA Champions League. In cricket, i2i have worked with the South African team that toured England in 2003, the England side that regained the Ashes in 2005, India's 2011 World Cup winners and, individually, famous all-rounder Andrew Flintoff. On the golf course, i2i worked with the ever popular Darren Clarke as he won the Open Championship at Royal St George's in 2011, as well as tournament victories for Espen Kofstad and Tommy Fleetwood. i2i's most recent sporting success was helping Wigan Athletic lift the FA Cup for the first time in their history.

i2i have recently established an award winning education division that works with young people to daringly create and successfully pursue their dreams. i2i Education has twice featured in The Times Educational Supplement and was recently presented with an award for 'Outstanding Contribution to Young People Through Bespoke Training.'

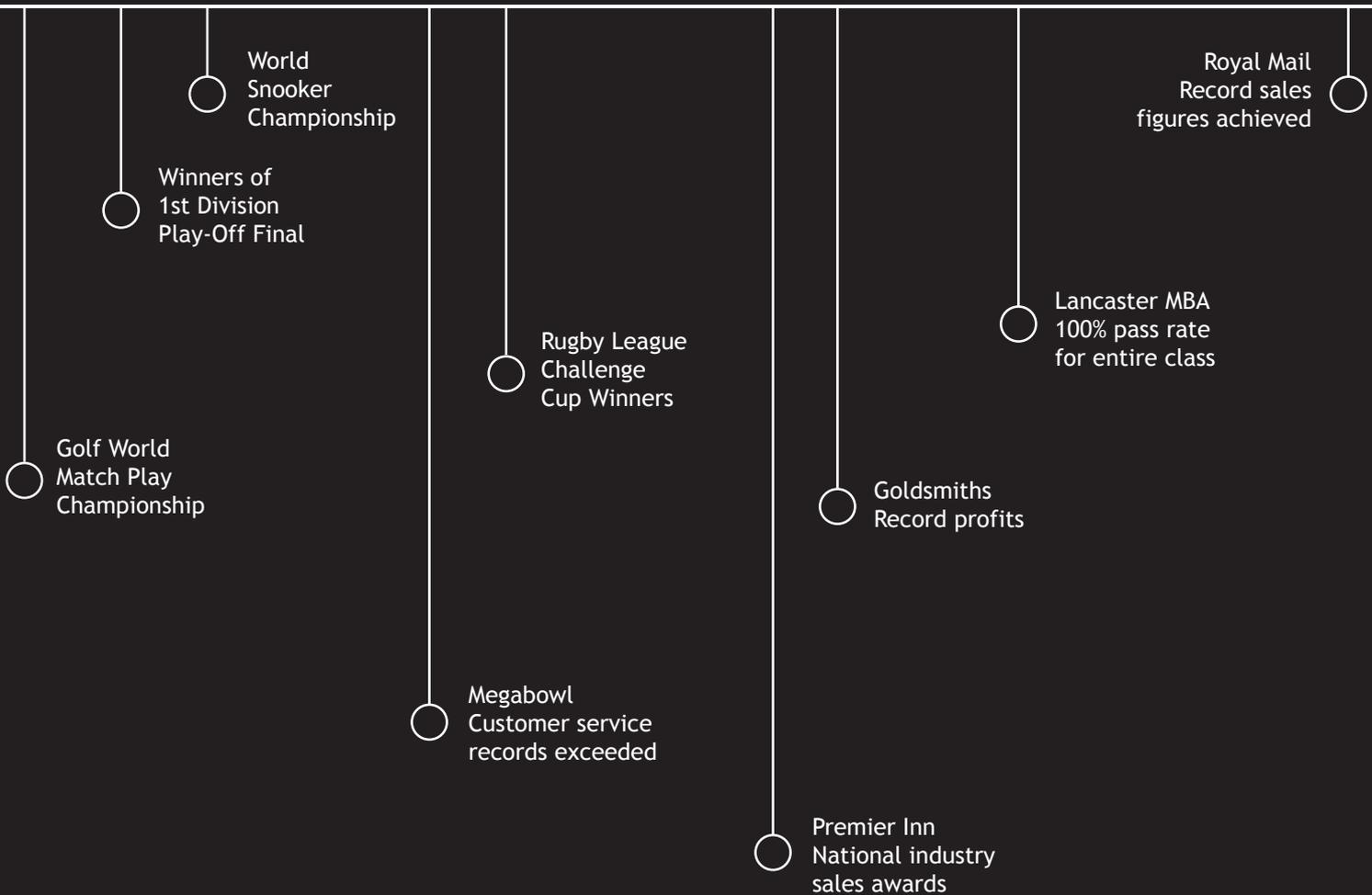
Whatever the need, i2i creates bespoke and imaginative initiatives which produce significant results.

A handwritten signature in white ink that reads "Michael".

Michael Finnigan, i2i CEO



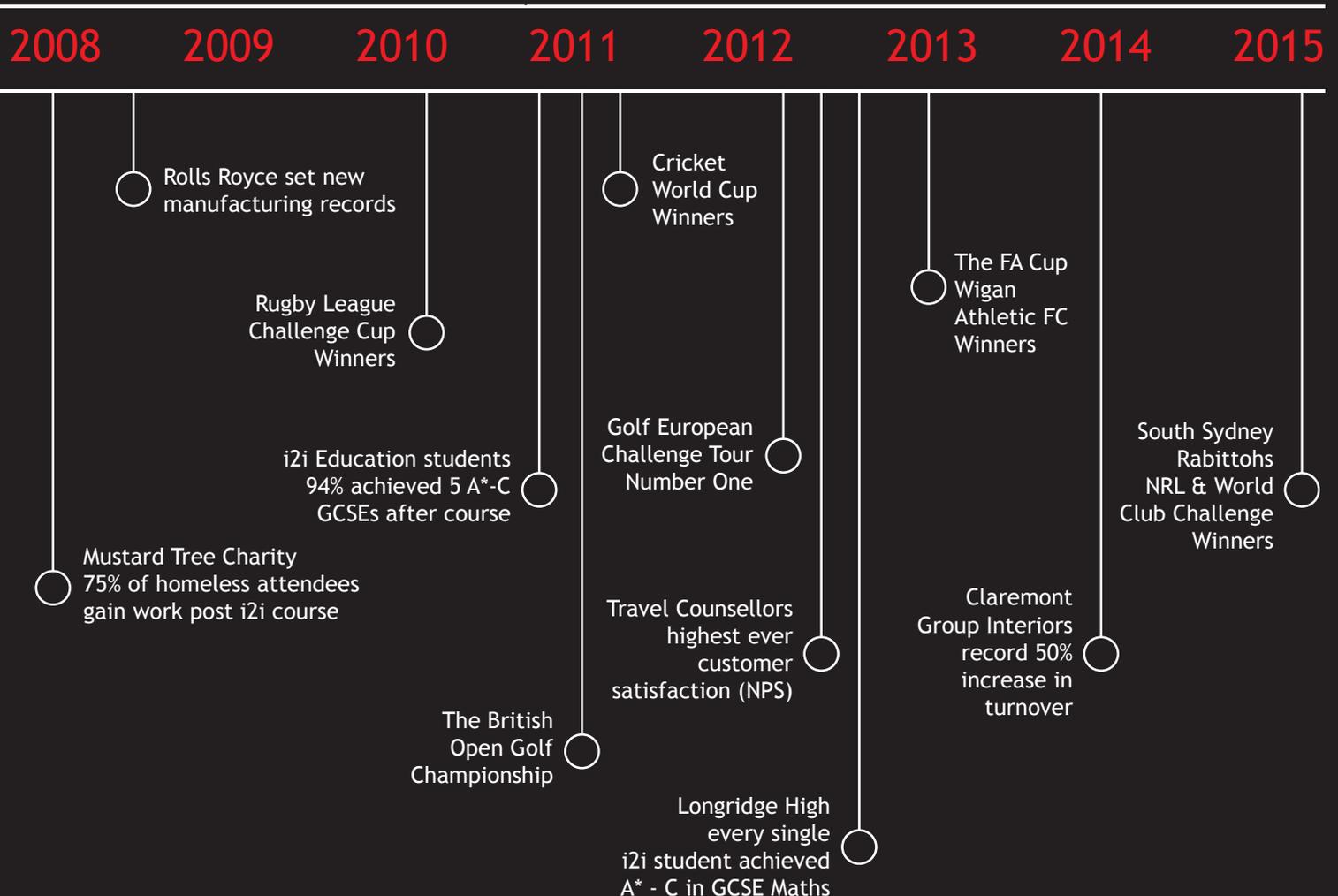
2000      2001      2002      2003      2004      2005      2006      2007



# i2i - Worldwide Results

i2i have inspired success in 27 countries to tens of thousands of people

Across all sectors - business, sport, health, public and education. Teams and individuals achieving their objectives with i2i's help.







Case Studies from Rolls Royce,  
Travel Counsellors, Royal Mail and Premier Inn.

# Rolls Royce

Rolls Royce and the 40 Day Engine Challenge. To procure, build, assemble and test a complete Trent aero engine within 40 calendar days.

## What we found:

The typical time to procure, build, assemble and test a Trent aero engine was 400 days. The complexity of the process involved hundreds of suppliers worldwide, huge airline clients with sophisticated demands and an outdated manufacturing site in Derby. The pressure on the leaders from clients was intense, the competition around the world was getting better than ever and the need to perform for the shareholders was being emphasised on an hourly basis.

## Intervention:

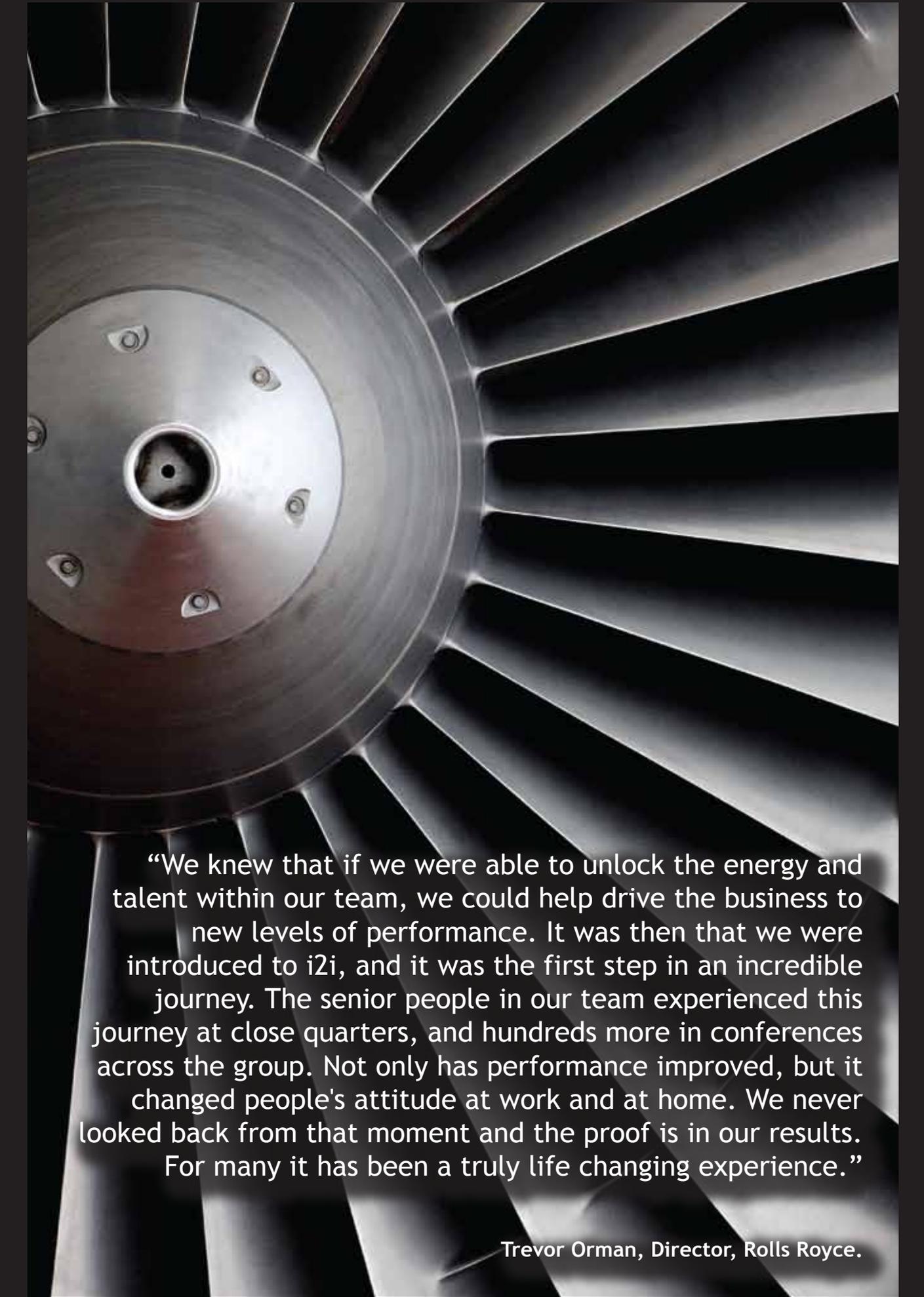
We ran a series of workshops with the fourteen most senior people in the organisation, and then subsequently with 75 managers who were responsible for a workforce of 1500 people based in Derby.

These three day workshops examined the thought processes, beliefs and attitudes towards the Engine Challenge. Delegates were given a strong base of psychological theory before learning to apply a series of techniques. All of the techniques applied to the team as well as the individuals within the team, and so groups were able to work on specific issues together and find solutions.

In total, our programme lasted 25 days, resulting in an overall project cost of less than £250,000.

## Noted Outcomes:

Over two years, the leadership team set the workforce the 'inspirational' challenge of building the engine at first in 40 days and then in 20 days. In the third year an engine was built in 14 days, winning a highly prestigious Boeing Quality Award and a citation from Rolls Royce chairman Sir John Rose. The resultant saving was approximately £400 million.



“We knew that if we were able to unlock the energy and talent within our team, we could help drive the business to new levels of performance. It was then that we were introduced to i2i, and it was the first step in an incredible journey. The senior people in our team experienced this journey at close quarters, and hundreds more in conferences across the group. Not only has performance improved, but it changed people's attitude at work and at home. We never looked back from that moment and the proof is in our results. For many it has been a truly life changing experience.”

Trevor Orman, Director, Rolls Royce.

# Travel Counsellors

## Expert Travel Consultants working across the globe

### What we found:

A fast growing company in the leisure sector, privately owned, competing with blue chip, high street brands in a price sensitive sector. This project started in 1998 and is ongoing today.

### Intervention:

Over 14 years there have been many interventions with this client, for example:

- Establishment in 2003 of an in-house TV channel
- Over 50 appearances on that channel
- Coaching and mentoring with the exec team
- Establishment of Vision, Mission and Values
- Psychometric assessment for recruitment
- Strategic sales training for all sales personnel
- Customer service consultancy and training
- Detailed leadership development for management
- Over 50 appearances at global conferences
- Over 250 days of work with individual teams

### Noted Outcomes:

In 2000, 2001 and 2002 Travel Counsellors featured on the Virgin list of 100 fastest growing companies.

In 2003 Travel Counsellors won the Queen's Award for Innovation. Each year since 1999 they have recorded record profits and sales and won at least three industry travel awards. Travel Counsellors now employs approximately 1500 people in North America, UK, Ireland, mainland Europe, South Africa, Australia and Dubai.

In 2011 Travel Counsellors was voted by Bain and Co as the world's number one customer service business.





“The work we have done with i2i has been the best single thing we have ever done for our people.”

Steve Byrne, Managing Director, Travel Counsellors

# Royal Mail

## New Business Sales Team

### What we found:

An under achieving sales force, low in confidence and scattered around the UK. The team had been targeted to win new client accounts to the tune of £500,000 per week across the five hundred people in the sales team. The Sales Director told us to expect to see people with low morale and low confidence who had been brow-beaten for years over poor performance. We were also faced with a bureaucratic organisation with a record of a slow pace of change and reluctance to accept new ideas.

### Intervention:

The intervention totalled 150 days of work, delivering a programme tailored to the issues described over a six month period. i2i worked with the senior team before running forty, three day programmes for the staff. The overall project cost was approximately £500,000.

### Noted Outcomes:

In the first year sales of new business increased to £5 million per week. Royal Mail attributed to the programme an EBITDA (profit) return of £3 million, a 6-1 return on their investment.

In the second year, without intervention from i2i, a further attribution was made, this time of £6 million EBITDA.

In the third year (2011) a final attribution was made of £12 million EBITDA, a return of 24-1 on their initial investment, and a cumulative return of £21 million EBITDA (42-1 ratio on initial investment).

In 2010 the Group Sales Director became the UK Sales Director of the year.

In 2012 this case study was presented to the Sales Executive Council of Great Britain.



“i2i has the ability to give people the knowledge to raise their own bars, expectations and ultimately performance, both in their personal and professional lives. Their enthusiasm, empathy and in-depth understanding of what really drives our behaviour is delivered in a way that is simple to understand and apply.

In 2009, i2i delivered a programme for our sales team which helped grow our new business sales by £5 million per week, almost a 500% increase, making it without question the best programme we ever ran.”

Graham Davis, Director, Sales and Channels, Royal Mail

## Premier Inn - Whitbread



“Working with i2i is a unique experience. They are the antidote to all other team building ‘consultant’ experiences that you might have had. Their balance of humour, irreverence and unique insight into what make us tick as individuals and as groups is powerful stuff.

They unlock the potential within teams, giving them the freedom to work together with a common goal and vision. With their support anything seems possible and the team invincible. Armed with a clear understanding of each other’s styles and thinking, you can deal with the people and things that get in the way, and every day becomes part of a journey towards delivering your result.”

John Forrest, Chief Operating Officer, Premier Inn - Whitbread Hotels and Restaurants

## Premier Inn is the UK and Ireland's biggest and fastest growing hotel company with over 600 hotels nationwide.

### What we found:

A company that was performing 'steadily' due to a combination of clever marketing, intelligent management and appealing pricing structures.

Despite this, we found low levels of employee morale, high employee turnover and people with little concept of how culture, behaviours and values can drive a business forward.

### Intervention:

During 2010 i2i delivered a series of workshops to 45 Regional Managers from Whitbread's 'Premier Inn' and 'Table Table' brands. These workshops were based on over eighteen years of research by the i2i team. They provided managers with models of human behaviour and organisational excellence, and both personal and group strategies for psychological success.

The key messages from the workshops were then cascaded through the organisation by the Regional Managers and via a series of key note speeches from the i2i team.

Having introduced the client to the process of psychometric assessments, i2i also advised Premier Inn on a number of key recruitment decisions.

### Noted Outcomes:

Having established the values of attitude, consistency, team-work and service, Premier Inn and Table Table enjoyed unrivalled success in 2010. At Whitbread's conference in May 2010, Table Table claimed the following awards:

- Business of the Year
- Team Member of the Year
- Kitchen of the Year
- Front of House Team of the Year
- Outstanding Contribution Award

In summer 2010 Premier Inn were officially rated 'Highly Recommended' by customers. Sales were up 6% on a like for like basis and the division were £1.1 million ahead of budget after only 11 weeks.

In September 2010 they were presented with the 'No Limits' award by Whitbread's CEO for Premier Inn's performance over the previous six months.





**i2i**  
Sport

Clients in Elite Sport



## Darren Clarke and The Open Championship 2011

i2i first worked with Darren in 1998 and were privileged to be part of his journey that saw him claim the 2000 World Match Play title, winning \$1 million dollars in the 36 hole final against Tiger Woods.

After maintaining contact over the years, i2i resumed working with Darren in April 2011. i2i CEO Michael Finnigan worked closely with Darren at his home in Port Rush, Northern Ireland and the results were outstanding.

Darren went on to claim his first European Tour victory since 2008, winning the Iberdrola Open on 15th May 2011. Heading into the 2011 Open Championship at Royal Sandwich, Darren was calm, confident and comfortable with his immense talent.

The i2i team supported Darren throughout the tournament - observing, walking practice rounds, and conducting individual sessions to maintain his mental approach.

In July 2011, Darren lifted the Claret Jug, his first major championship at the age of 42, proving to be one of the most popular champions of all time.

He dedicated his triumph to his two children and late wife Heather, who lost her battle with breast cancer in 2006.

"In terms of what's going through my heart, there's obviously somebody who is watching from up above there, and I know she'd be very proud of me. But I think she'd be more proud of my two boys and them at home watching more than anything else. It's been a long journey to get here".



## ISM - International Sports Management

The i2i team have been working with ISM's stable of international golfers since 1998. This relationship has seen so many of the stable achieve career highlights. Westwood became the World's number one golfer and Clarke not only won tournaments but also became a victorious Ryder Cup Vice-Captain.

Head of i2i Sport Tom Young, supports a number of golfers on the European Tour and the European Challenge Tour.

Throughout 2012, i2i worked closely with Norwegian golfer Espen Kofstad to develop his mental approach to golf. Espen won his first Challenge Tour event in July 2012 and five more top ten finishes followed before he eventually became Challenge Tour Number One, going on to secure his European Tour card.

In August 2013, i2i client Tommy Fleetwood won his maiden European Tour title. Tommy took the spoils in a three way playoff in the Johnnie Walker Championship at Gleneagles.

# Football



## Bolton Wanderers Football Club

i2i first worked with Bolton Wanderers when Phil Brown took temporary charge in 1999. During his six games, he presided over four wins and two draws. In October, Sam Allardyce took permanent charge and the i2i Elite Sports Performance (ESP) team became part of the next setup immediately.

At the time, the team was fourth bottom of the old Division One. Seven months later, the team finished sixth in the league, reached the play-offs, played in the League Cup Semi Final at Wembley and reached the FA Cup Semi Final where they lost on penalties to Aston Villa.

That summer, in an attempt to balance the books, many of the star players were sold. Irrespective of this, Sam set his sights on the Premier League and so

i2i set about the task. The services provided to Bolton that season were ground breaking and, in Sam's opinion, being used for the first time in football anywhere around the world. Interventions included six monthly performance appraisals for players, psychometrics used on individual players and team units, and even behavioural training for match day stewards.

The team were promoted to the Premier League that season via the playoffs and went on to attract world famous players. Bolton then reached the Carling Cup final, finished sixth in one Premier League season, and brought European football to the Reebok Stadium for the first time. In total the contract ran for five years, from 1999 - 2004.

## Everton FC

Over a six year period, i2i provided personal coaching to David Moyes and supported the first team players. The club moved to a state of the art training facility and the i2i team oversaw this development in terms of the physical and cultural environment and its potential to attract new players to the club.

In 2004, Everton finished fourth and qualified for the Champions League. Everton have appeared in one FA Cup Final and three domestic semi-finals. High placed league finishes have become common place and David Moyes has been named manager of the year a record three times by the LMA.



## Wigan Athletic - FA Cup 2013

i2i worked with Wigan Athletic and manager Roberto Martinez during their victorious FA Cup run of 2013. The i2i team delivered sessions to the first team players and staff ahead of the semi final against

Millwall and the historic win over Manchester City in the final at Wembley. This was the first major trophy in the club's history.

## The Players Programme

Over the last three years, i2i have worked in partnership with the Players Programme to provide educational lifestyle workshops to academy players throughout the Premier League.

These workshops provide players with the opportunity to speak to independent experts about their work-life balance and their long-term career goals.

# Cricket

## South African Cricket Team

In the spring of 2003, i2i were called by the South African cricket team. Michael Finnigan met with Captain Graeme Smith, and coaches Eric Simons and Corrie Van Zyl. They had left home labelled by the South African press as the worst team ever to set sail from their shores and early results on tour in England had destroyed whatever levels of confidence and self-belief were left.

The i2i team then spent as much of the summer as possible working closely with the South African cricket team. The players and the staff were preparing for a five match test series against England, a radical change in their mindset needed to be brought about... and quickly.

Michael Finnigan led on the programme working closely with Eric and Corrie to create a more positive environment. Regular sessions with the players

focused on techniques to access and maintain the same positive environment on the field of play. These techniques were designed to help the players as individuals and the team as a whole.

The results were immediate and astonishing. The South African cricket team recorded their highest ever team score of 682 for 6 (31/07/03) and the highest individual score of 277 by Smith (24/07/03). This resulted in the highest number of away team players appearing on the Lords Honours Board (July 2003). Records fell all summer in terms of batting and bowling. Players became number one in the world and the team ended the season, second only to the all conquering Australians.

At the end of the summer when they returned home, it was to a heroes' welcome.





## Andrew Flintoff

Whilst advising Lancashire County Cricket Club, Michael Finnigan began to work with a young all-rounder called Andrew Flintoff who, at the time,

was represented by ISM and, of course, became synonymous with England's 2005 and 2009 Ashes triumphs.

## England Cricket Team

In 2005, i2i met with Duncan Fletcher. At the time, Fletcher was preparing to lead his England team into an Ashes series against the unbeatable world number one Australians.

i2i ran two sessions, one for Fletcher himself to develop strategies for five series defining scenarios,

and another for the senior players and coaching staff to highlight the mental strength needed to win the series. All five potential scenarios did occur and all five were dealt with successfully.

The Ashes were regained by England after 19 years.

## Other i2i Projects in Cricket

i2i still work closely with two members of the great South African side of 2003. i2i visited Delhi in May 2012 to observe and advise Head Coach Eric Simons on the culture and environment of the IPL franchise, the Delhi Daredevils.

Michael Finnigan also supported Gary Kirsten during his time as Head Coach of the Indian Cricket team, which culminated in victory at the 2011 World Cup. Gary is now Head Coach of the South African national side and their work with i2i continues.

# Work In Other Sports



## Wigan Warriors

In 2010, new Head Coach Michael Maguire contacted the i2i team. Over the course of the season i2i conducted behavioural assessments of the club's coaching staff and on-field leadership team, presenting a series of suggestions to Maguire. Senior players enjoyed a number of group sessions with i2i and training sessions and competitive fixtures were observed.

The i2i team also worked with the academy side, conducting lifestyle sessions to ensure young players are aware of the increasing demands and external distractions that come with being a professional athlete.

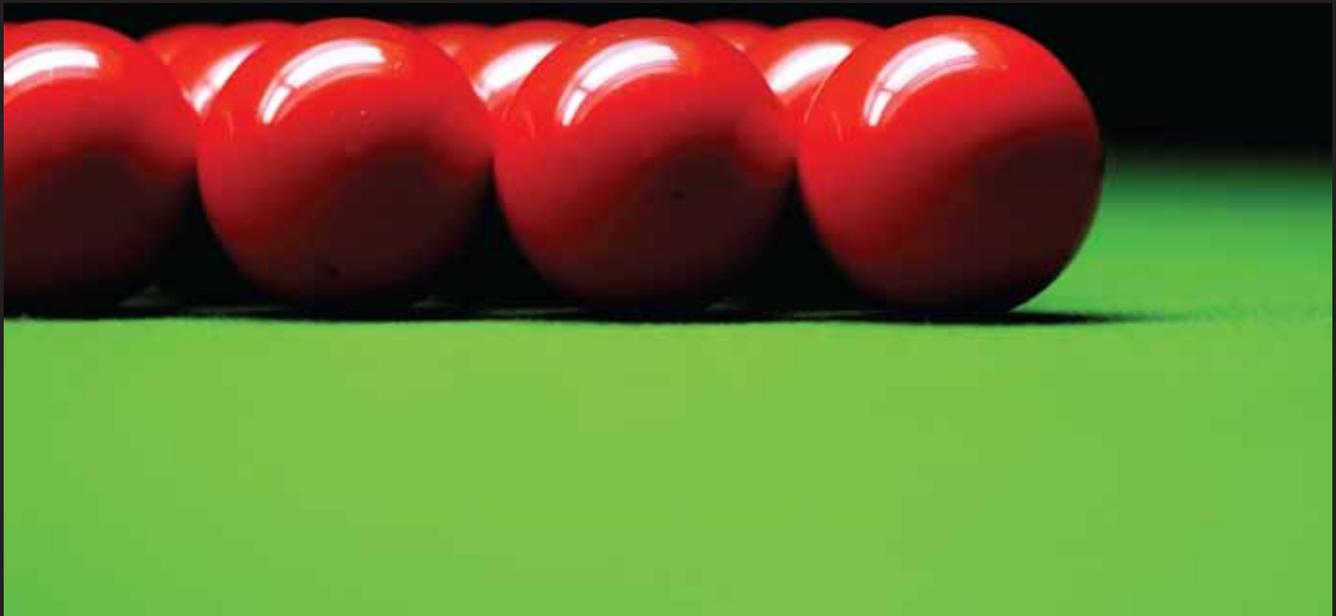
In 2010 Wigan Warriors won the League Championship and the Super League Grand Final. In August 2011, they won the Challenge Cup Final at Wembley, beating Leeds Rhinos 28-18.

At the annual 'Man of Steel' awards, Maguire took the Coach of the Year Award, Sam Tomkins was awarded 'Young Player of the Year' and Pat Richards was voted 'Man of Steel'.

## London 2012

In the build up to the London 2012 Olympics, Tom Young of i2i has worked with a number of Team GB athletes. Tom has supported athletes at altitude training camps, conducting individual consultancy

sessions, observing training sessions and preparing them mentally for the unique challenges that a home Olympics can bring.



## Jimmy White

In February 1998, the Sunday Times carried an article about snooker player Jimmy White. A former World Number Two, six times World Championship finalist and commonly known as The People's Champion, Jimmy was loved by all snooker followers for his flamboyance and for his outrageous talent, which saw him labelled as the most naturally gifted player of all time.

The article also detailed his deteriorating fortunes and an uncontrollable downward spiral on and off the table. Jimmy received a letter recommending i2i and advising he seek Michael's help, which he did.

In March 1998, Michael spent two days at Jimmy's house in Cobham, sharing W. Clement Stone's success principles with him. Jimmy writes in his 1999 autobiography "Behind the White Ball" that the two days completely changed him. He went on to beat Stephen Hendry for the first time in his career.

Within a year, he had risen from World number 37 to World number five, and the full story of his remarkable turnaround became the last chapter of his autobiography.

## South Sydney Rabbitohs

Michael Maguire left Wigan Warriors in 2011 to return to his native Australia and the South Sydney Rabbitohs. He immediately invited i2i to Sydney to meet the team and begin a process of collaboration.

i2i visited the team, delivering a group session before observing training and getting an impression of the club's structure and culture.

The i2i ESP team had conducted online behavioural assessments of the club's coaching staff and a group of senior players. The results of these were presented and discussed, with a number of action points identified.





**i2i**  
Education

Inspiring young people to develop  
and achieve their true potential

# i2i Education

## Background

i2i began working in the education sector in 1998, when asked by Headteacher Martin Ainsworth to work with Wellfield High School in Lancashire, and then by Lancashire Constabulary to help with a group of disengaged young people from the deprived inner city ward of Grange Park in Blackpool.

The results in both cases were outstanding. In the first case, 167 GCSEs achieved against a forecast of none. In the second, all disaffected 16-24 year old attendees went back into work or education with no further offences recorded by Lancashire Constabulary, the main sponsor of what became known as “The Young Eagles Project”.



### Purpose

i2i Education “inspires young people to develop and achieve their true potential” and allows future generations access to the same material that has inspired some of the world's leading businesses, individuals, sports teams and athletes.

### Content

The product comprises eighteen hours of content, to be delivered to students of any age.

Supported by cutting edge psychological theory and further enhanced by inspirational, anecdotal evidence, the product is designed to motivate and inspire young people. Students leave with a set of short, medium and long term techniques, ensuring sustained progress and development.

### Outcomes

The benefits are:

- Improved academic achievement, specifically GCSE grades, including Maths and English
- Raised attendance
- Greater focus and attention in class
- Improved self-belief and self-esteem, empowering students to maximise their talents and potential
- Increased drive towards further education, employment and training
- Energised students with the enthusiasm and belief needed to achieve the goals that they set

## Awards



In February 2010 at the Youth Sport Trust Sports Colleges Conference, i2i received a “Highly Commended” national award for Innovation in Schools for a project ran with Corpus Christi Catholic Sports College.

Subsequently, this was picked up by the Times Educational Supplement and resulted in a full page article in March 2010 and September 2010.



In February 2012, i2i received a further Youth Sport Trust Business Award for having a “positive impact on young people through bespoke training.”

“i2i is a neat concept, we saw its potential in its early days and the team have been actively using and promoting the programme to support young people ever since. The results, in terms of both academic achievements and anecdotal evidence have been remarkable. One girl in particular before the i2i course, was set to fail all GCSEs. Now her increased confidence and curriculum results following the course, has enabled her to change her life path and head on a journey with huge prospects.”

Jo Simpson  
Finance and Corporate Services Director  
Youth Sport Trust

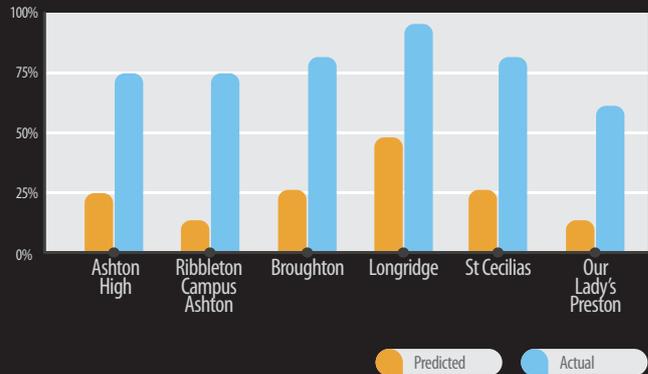
# i2i Education

## Results 2010/11

### School Results (Preston)

i2i's work within six schools in Preston, Lancashire contributed to significant improvements between predicted grades and actual achieved grades.

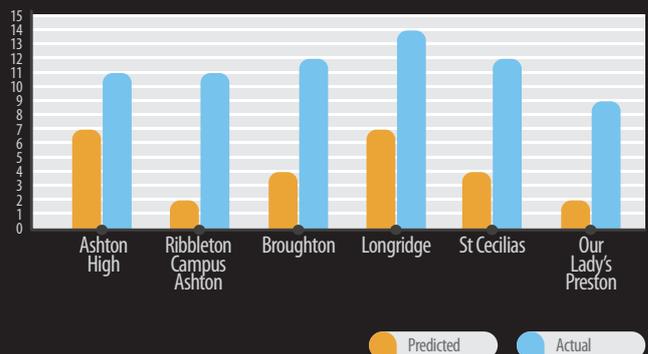
**Spotlight:** Prior to working with i2i, 28% of students selected by Broughton High School were predicted to get five A\*-C GCSEs including Maths and English. When they received their results in August 2011, this figure was 80%.



### Pupil Numbers (Preston)

The graph across shows the impact of the i2i intervention in terms of pupil numbers from a group of fifteen.

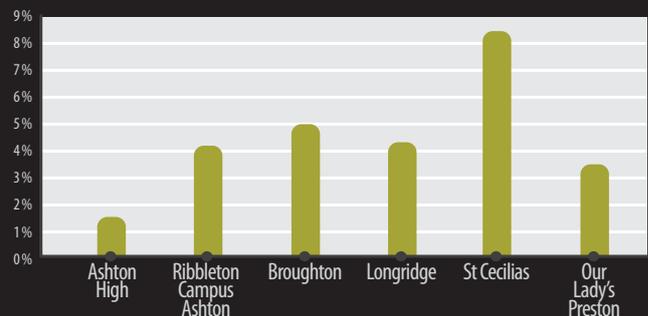
**Spotlight:** Out of the fifteen selected students at Ribbleton Campus only two were predicted to get five A\*-C GCSEs including Maths and English. In August 2011, eleven of the fifteen achieved this standard.

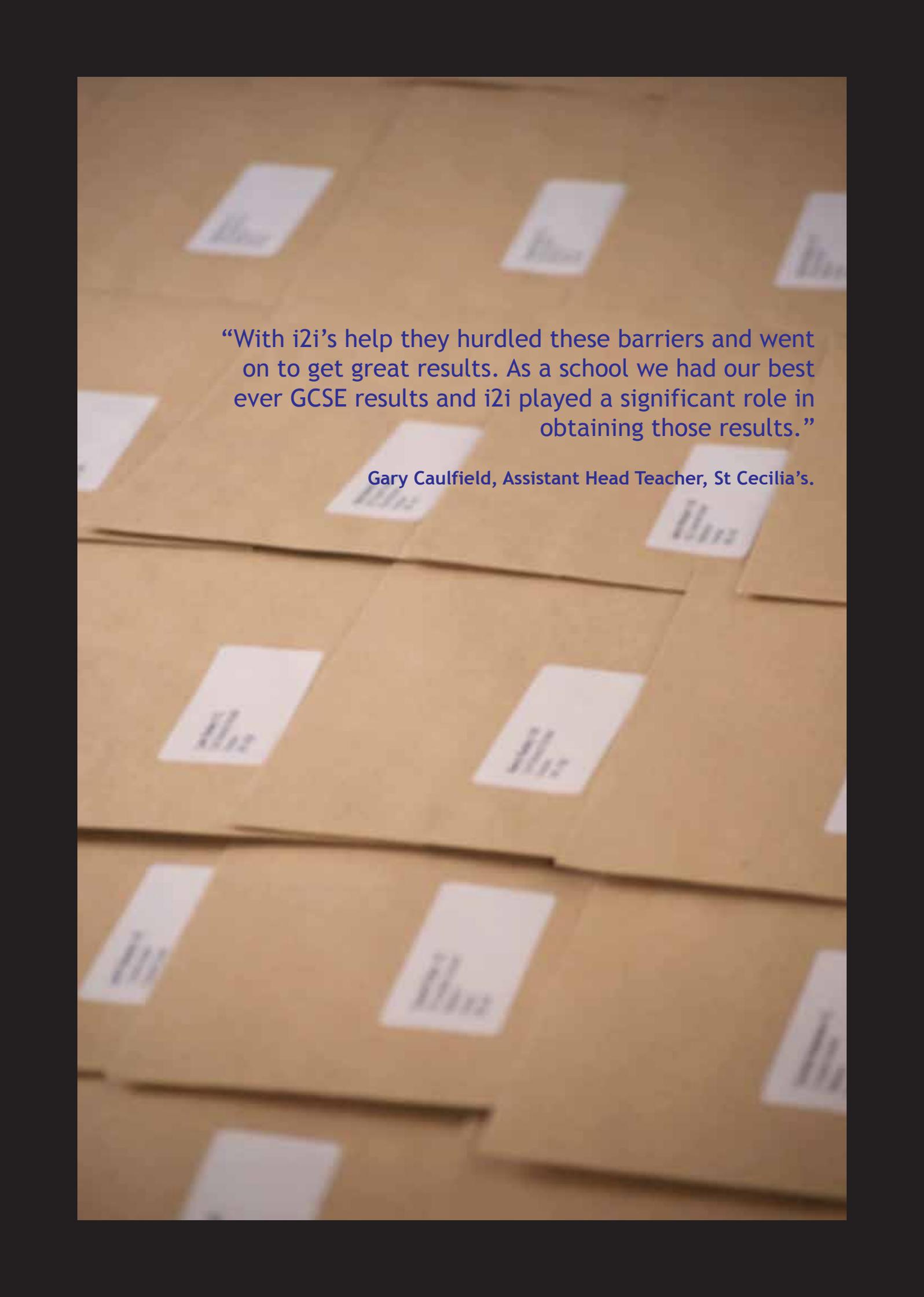


### Increase To Overall School Percentage

This graph illustrates the potential difference that the i2i material could make to overall school percentages. Depending on year size, this figure will vary.

**Spotlight:** Looking closely at St Cecillas, the i2i intervention helped eight additional students achieve five A\*-C GCSEs including Maths and English. In a year group of 89 students, this means a 8.9% increase to the overall school performance.





“With i2i’s help they hurdled these barriers and went on to get great results. As a school we had our best ever GCSE results and i2i played a significant role in obtaining those results.”

Gary Caulfield, Assistant Head Teacher, St Cecilia’s.

## Case Study - Ashton High, Ribbleton Campus

### What we found:

A group of fifteen underachieving pupils, not on target to pass 5 GCSEs A\*-C including Maths and English, were identified by staff. Of the fifteen, only six were on target to pass 5 GCSEs A\*-C.

These students had few aspirations beyond secondary school and lacked the determination and self-belief to realise their true potential. Some of the group lacked the confidence to talk in front of other pupils and others lacked the motivation to work hard enough to achieve the grades they were capable of.

### Interventions:

The students were taken through a three day programme, packed with inspirational content, designed with the specific needs of the group in mind, and delivered by two members of the i2i team. The group experienced a series of fascinating and enjoyable exercises using psychological performance theory. They were then equipped with specific short, medium and long term techniques for positive change and sustained personal development.

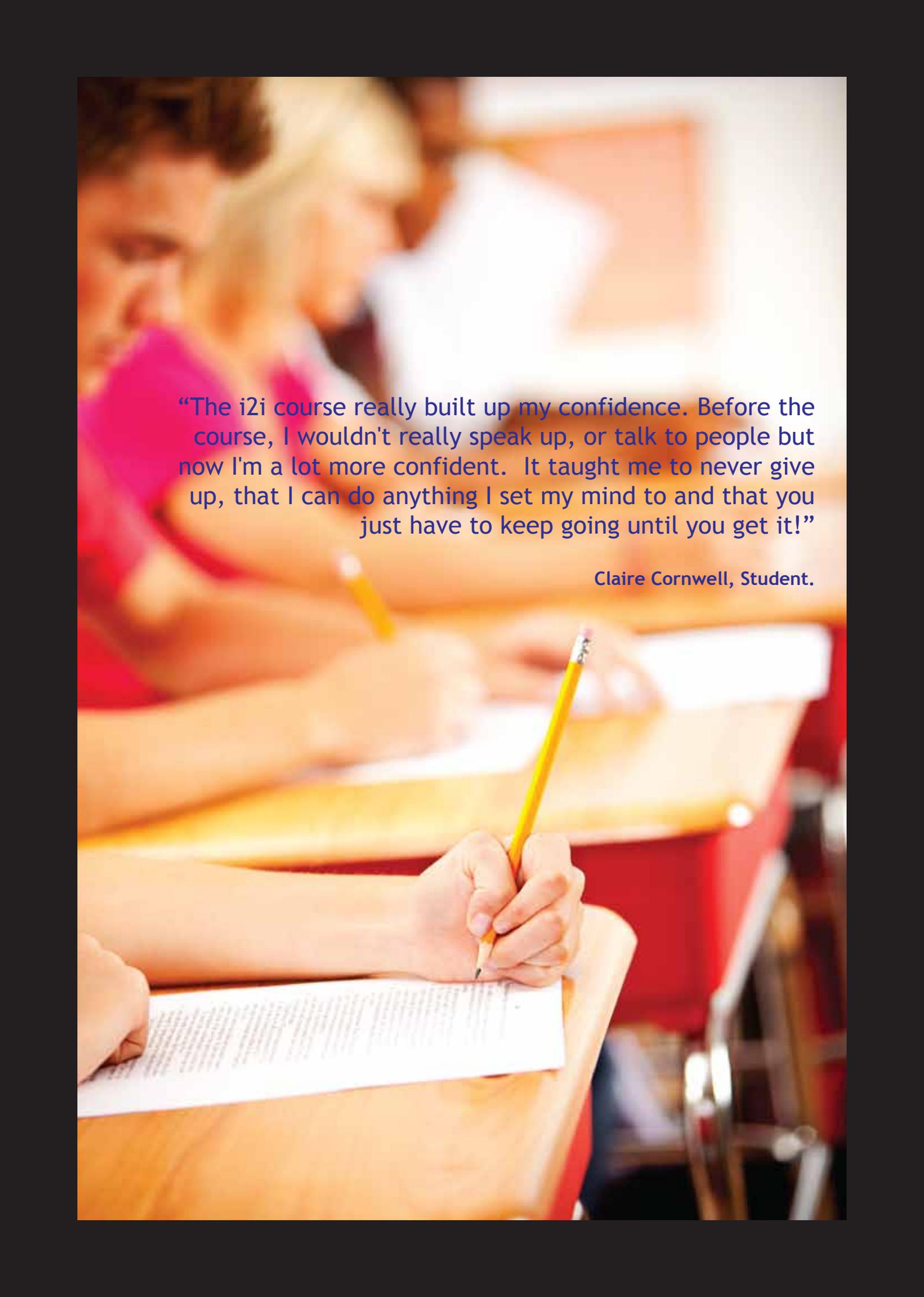
### Notable Outcomes:

All fifteen of the group achieved 5 A\*-C GCSE passes. Eleven students achieved 5 A\*-C grades, including Maths and English.

“At the start of this year I was predicted mostly Cs but I wasn't hitting those targets. People said I was capable of doing it but I just lacked motivation. I got my Cs so I was really chuffed. I was on to get an E in Maths, and I ended up getting a C. An E to a C is quite a big jump and I know the i2i course had a big impact on that.

I am going on to College to study Media, TV, and Film - I'm really looking forward to it. I would say that the i2i course was the ultimate lift up to me achieving my grades because before I never believed in myself, I never thought I could do it, I didn't know how to use the stuff I was taught.”

Beth Lamb, Student.

A blurred photograph of a classroom. In the foreground, a student's hand is visible holding a yellow pencil over an open book on a wooden desk. In the background, other students are seated at desks, some looking towards the camera and others looking down. The lighting is warm and the overall scene is out of focus.

“The i2i course really built up my confidence. Before the course, I wouldn't really speak up, or talk to people but now I'm a lot more confident. It taught me to never give up, that I can do anything I set my mind to and that you just have to keep going until you get it!”

Claire Cornwell, Student.

## Case Study - St Bede's RC High School

### What we found:

St Bede's wanted to give students the opportunity to take their Maths GCSE early in order to reduce levels of pressure during Year 11. After attempting this in Year 10, a core group of students had failed to achieve the C grade they were clearly capable of. As a consequence the students, now in Year 11, were experiencing panic and a lack of confidence due to the previous year's 'failure'. As Maths ability was not the problem, the headteacher approached i2i to explore ways to help students cope in exam conditions and raise their confidence and self-belief.

### Interventions:

Students were to take their Maths GCSE again in November. With a packed timetable, it was decided that the course would run over three Saturday sessions, further testing the dedication and commitment of the students.

During the first day of the course students were introduced to "The Tree of Greatness", shown how to store information properly in order to recall it when needed, and explored how powerful and under utilised their brains are.

Day 2 was held three weeks later when students were given specific techniques to improve their

performance and help them become more resilient when faced with challenges.

Day 3 took place three weeks on, two days before their Maths exam. On this day students made short, medium and long term goals to assist them to shape their future, meet their aspirations and achieve their dreams.

### Notable Outcomes:

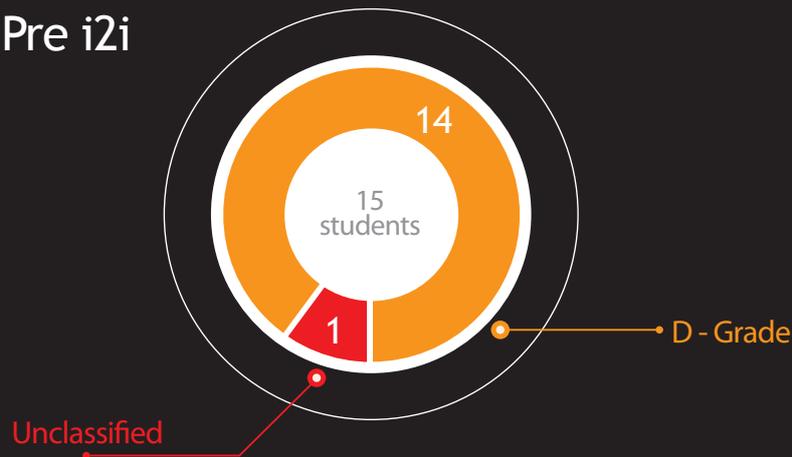
Out of the 15 students who attended the course, 10 passed their Maths with a grade C (the highest mark they could get on this paper) and 4 students demonstrated an improved raw score.

One particular student, Emily, demonstrated a marked improvement in a mock interview and when asked what had made that difference she said the i2i material. In addition, she said "When I go into exams normally I say negative things to myself. When I went into my Maths exam this time I told myself 'I can do this' and was actually excited to sit the exam!"

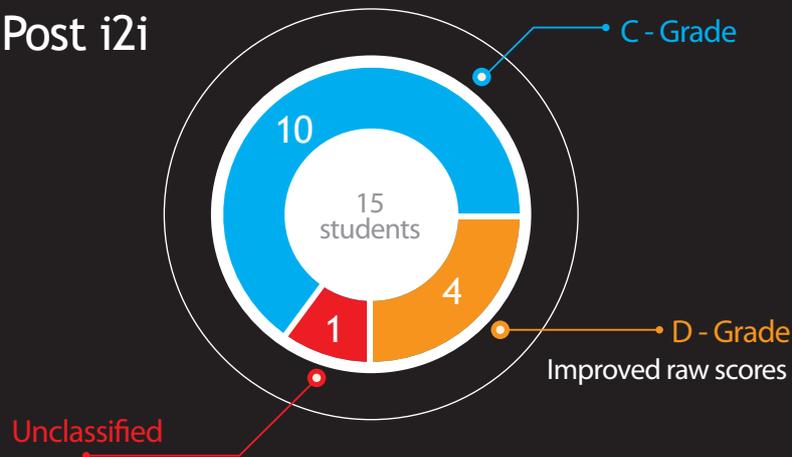
Another student, Jack, has spoken about how he has been using techniques to address short term goals in Maths but the wider programme has helped him to set goals outside of school, including his sport for which he represents the county.

## St Bede's RC High School Results 2011/12 Maths specific group

Pre i2i



Post i2i



“I was fascinated to see the confidence of the young people grow throughout the three days of the programme and how this was transferred to other aspects of their life both at home and in school.”

Des Callaghan, Headteacher.





**i2i**  
Information

Our background, book, values and contact

## W. Clement Stone and Art Niemann



In 1992, i2i CEO Michael Finnigan attended a Walter V Clarke behavioural assessment programme run by Art Niemann and associates from Chicago. Over the course of the week, Michael struck up a very close relationship with Art, and they quickly became close friends. Art told Michael many stories about his own mentor, W. Clement Stone.

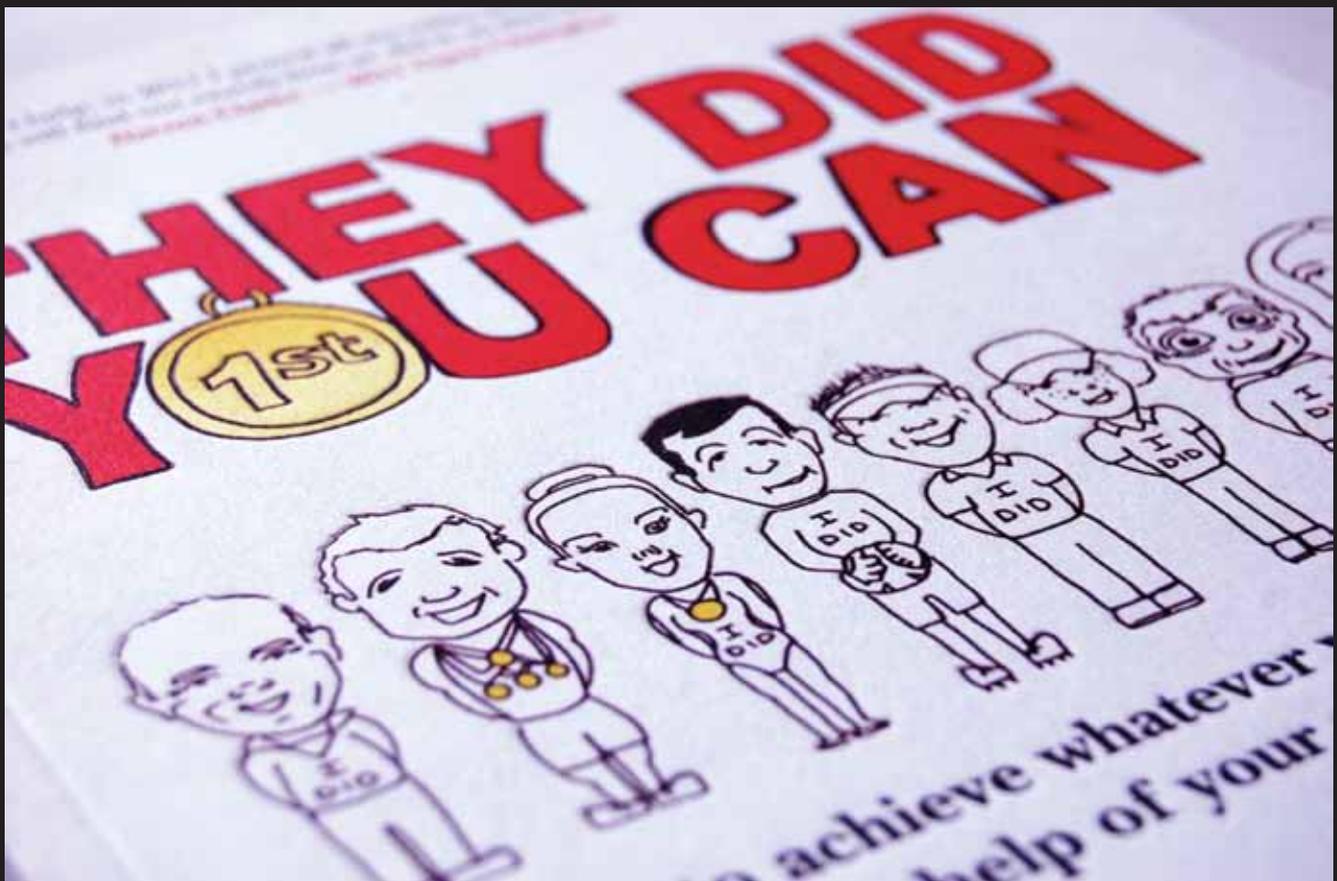
Mr Stone had founded his own life insurance business in 1923 at the age of 21. This business became incredibly successful, creating a \$750 million fortune for Mr Stone, and employing tens of thousands of people. W. Clement Stone also became a bestselling author and philanthropist, advocating positive mental attitudes (PMA) and working closely with both Og Mandino and Napoleon Hill. Mr Stone died from pneumonia in 2002 at the age of 100, having been married to his wife Jessie for 78 years.

Art Niemann had been mentored by Mr Stone for over thirty years and offered to do the same for Michael, schooling him in spreading the word about PMA to a whole new generation all over the world.

Michael began teaching how positive psychological strategies can transform individuals, teams and entire organisations. To date, i2i have taught these principles in 27 different countries around the world.

“In 2011, I proved all my critics wrong and in this book you will find out exactly how we did it, so then you can too!”

Darren Clarke, 2011 Golf Open Champion.



## They Did You Can

Sir Clive Woodward commented on i2i's book 'They Did You Can' with "...put into action the ideas in this book, you will find that winning is well within your reach."

'They Did You Can' demonstrates how to achieve whatever you want in life with the help of your sporting heroes.

What is it that stands between you and having what you want? Is it 'luck'?

Success is not about getting lucky and failure is not about being unlucky. It is about you making things happen that need to happen. Learn from Sir Clive Woodward, Martin Johnson, Darren Clarke, David Moyes, Sir Tom Finney, Gordon Banks, Beth Tweddle, and Dame Mary Peters.

# i2i Values

“When you have everything to gain and nothing to lose by trying,  
by all means try!”

W. Clement Stone

## CARE

### **Caring**

We cherish our clients and their success really matters to us because our success is 100% dependent upon their own

### **Adored**

We work in ways that mean our clients adore us totally - how often do you hear that?

### **Responsive**

We pull out all the stops to get the job done our clients need as quickly as possible

### **Excellent**

We strive to be the absolute best in every conceivable way

# i2i Solutions - We can help you with...



## Customer Service

Policy and competency development



## Management Development

Workshops and assessments



## Vision and Values

Senior Team Workshops



## Sales

Skills workshops for practitioners



## Personal Development

3 Day workshop and ongoing coaching



## Coaching

One-2-One and group development



## Cultural Change

Workshops and environment design



## Keynote Speaking

Address and conference design



## Outdoor Learning

Creating inspired teams



## Leadership Development

Workshops and assessments



## DNA

Development, assessment and recruitment



## Team Dynamics

Psychometrics, workshops and development

# Contact

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