



# Coaching for All

The logo for Mezzo Labs, consisting of a stylized 'M' icon made of colorful geometric shapes (yellow, red, blue) followed by the text "MEZZO LABS" in a bold, purple, sans-serif font.

## The challenge



***“I want to build the best company anyone has ever worked for”***

*Adrian Kingwell, CEO Mezzo Labs*

Adrian’s view is this: “The company’s job is simple... to hire people with great potential, and to nurture their talent. If we help them get to where they want to get to, we will have happy people and they will make our customers happy. So, we need to build a talent incubator, not just in terms of their work skills, but also their life skills.”

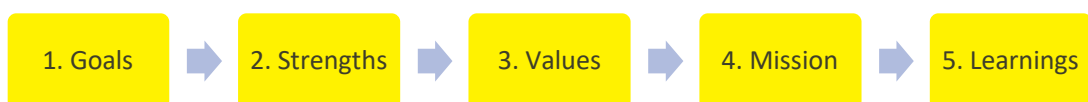
In 2016, Happiness Express Coaching was brought in to help design and deliver that talent incubator: a life and career coaching programme to encourage individual growth and increase employee retention rates.

## The solution

So Inside Out was created: a personal and professional development programme that engages with each team member individually to help them figure out what makes them happy and then design their life and career to reflect that.

### Induction sessions

Inside Out starts with five bi-weekly one-hour sessions themed around short-term goals, strengths, career values and longer-term mission, with a wrap-up session to consolidate learnings and set the course ahead. Every new hire at Mezzo Labs receives this programme as part of their induction process.



## Inside Out book

To provide structure and cultivate a habit of self-reflection, the programme is centred around the Inside Out book. Through the coaching sessions, each team member is invited to capture key learnings and actions within the seven chapter headings.

The pages start out blank and gradually get filled with insight into what truly drives them, how to maximise their strengths, what their longer-term mission is, and how to set effective goals that will get them there.



## On-Track sessions

After these initial five Induction sessions, the support continues with monthly optional drop-in sessions, providing an anchor point to prepare for an impactful half-yearly review or to address key obstacles and goals to increase effectiveness and contentment.

The Inside Out coaching programme runs year-round for every employee.

## The results

Since its introduction in 2016, the Inside Out coaching programme has been updated and refreshed annually in line with feedback from the team. The results are astounding.

***“What might look like an employee benefit has now become an essential part of our business. It is part of our culture, our DNA, and the first thing people think of when asked what makes Mezzo Labs different.”*** Adrian Kingwell

## Autonomy, mastery and purpose



“The exercises help me to feel equipped for the future.”  
“I identified the steps to progress my career.”

Employees now take charge of their own growth plan. Everyone emerges from their first five coaching sessions with a clearer sense of their career values, their strengths and what it’s all leading towards, with handy exercises and tools they can use beyond the sessions.

## Improved recruitment



*“The Inside Out programme attracted me to work at Mezzo Labs.”*

The Inside Out programme is referenced during the recruitment process and plays an important role in attracting fresh talent.

## Higher staff retention



*“I learned to gain perspective, especially in stressful times.”*

Team members experience the benefits of having a regular outlet to confidentially discuss challenges and explore ways around obstacles, helping them gain a sense of control over their career and a way to address issues or worries before they escalate.

As a result, attrition rates have almost halved and are now at 7%. This is unheard of in the digital agency sector, particularly so when you consider how many of Mezzo Labs' employees are millennial. High retention rates mean low recruitment costs, lower disruption to the business and increased profitability.

## Happier people



*“My sense of purpose at work has grown.”*

*“I’m now feeling valuable at work.”*

*“My confidence has increased.”*

Happiness is at an all-time high. Mezzo Labs' regular happiness surveys show a marked improvement since the programme started in early 2016.

## Higher productivity



*“I picked up more work and got better integrated into the teams.”*

*“Inside Out has been an integral part of my success so far  
– it’s helped me be more productive.”*

Productivity is up too. With a focus on delivering results to their customers, the team at Mezzo Labs need to be focused and energised to get the job done. Models and tools used during the coaching programme help with time management, prioritisation and stakeholder communication.

## Satisfied customers



*“Following our last session, I began sending clarification emails and calls  
and replying promptly, which kept clients informed of progress.”*

*“I’m having good client interaction and feedback.”*

Happier staff contributes to better customer satisfaction levels.

## Winning awards for health and wellbeing

The latest feather in Mezzo Labs' cap is being accredited with the Health and Wellbeing award from Investors in People, recognising outstanding places to work, strong company culture and the importance of employees' physical, social and psychological wellbeing. Here's what Investors in People, Andy Moreland had to say:



**INVESTORS  
IN PEOPLE**

*“Mezzo Labs has significantly enhanced its physical and psychological wellbeing activities. A monthly programme has been established and social activities have also been extended. These aspects of health and wellbeing have now become part and parcel of the culture at Mezzo Labs”*

*“Happiness Express Coaching bridged the gap between an idea and a fully functioning employee coaching programme. Sarah’s insight and expertise in this area meant that I could step away, soon after launch, and just let the programme run itself. I couldn’t imagine my company without it.”*

*Adrian Kingwell*

If you would like to explore ways to increase employee engagement, retention, productivity and happiness using one-to-one coaching and team workshops, I'd love to hear from you. Please contact Sarah at Happiness Express Coaching.



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