

How Momentum4 and Brilliant Buttons helped drive a business venture forwards

After many years as a headteacher working to tight deadlines, establishing processes and having to be task-driven, Jane was left with burnout. She needed a change and decided to start a new business in horticulture. To help overcome burnout, Jane reached out to Chris and Lara Williams from Momentum4 for performance coaching to help her to focus on her new business adventure.



The Brilliant Buttons Methodology

The DUET tool was developed by an experienced executive coach and has been academically reviewed. The experience of DUET gives an individual an opportunity to view oneself in a larger context. As a catalyst for introspection, DUET provokes deep, meaningful change, in order for people to grow, progress, and achieve. The characters in the DUET methodology, Dolphin, Unicorn, Eagle and Tiger, provide a playful way to discuss personal values and workstyles in a way that is not hierarchical.

There is no animal, or combination of traits, that is more desirable over the others, as everyone is different. By identifying and understanding the individuality of each person, the team dynamics within a business can improve. This is because it helps encourage more cohesive ways of working, as everyone discovers better methods to working together.

Discovering your DUET score helps to drive productivity, and both personal and professional fulfilment.

Below you can see what traits each animal embodies:



Dolphin

People, Relationships



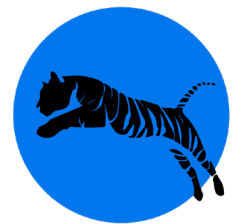
Unicorn

Creativity, Innovation



Eagle

Detail, Structure



Tiger

Achievement, Task Oriented

How Momentum4 use DUET

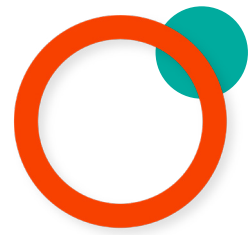
Momentum4 believe that sharing your core values with others, regardless of seniority, builds trust, empathy, and understanding for better collaboration. Brilliant Buttons' DUET is used as a diagnostic tool by Momentum4 to add context to what people are wanting to accomplish in their careers. The tool gives coaches insights into their client's core values and beliefs, emotional intelligence, and helps to identify areas to upskill. Lara and Chris use the tool to plan customised coaching programmes that are unique to each person within an organisation. The use of the DUET methodology extends to team diagnostics. It provides a macro view of teams, which helps managers to understand pitfalls in collaboration and identify upskilling opportunities.

Lara from Momentum4 says,

"It's a great ice breaker to get people to talk about themselves. A catalyst for discussions some people might have been too timid to have with their teammates."



How the DUET methodology impacted Jane



"I was exhausted by the Tiger and Eagle workstyles that were required in my previous career," says Jane.

Coach Lara said,

"Jane was so lost in the detail she was left feeling overloaded and exhausted. Her DUET score shows that she has a creative and relationship-based work-style. Now she has the power to change the way she approaches her new business adventure in a healthier and more productive way that is in line with her true self."

At first Jane was surprised at the results from her DUET. Her job as a teacher required her to have the working styles of Eagles and Tigers - detailed, structured, and achievement focused. Jane felt that she always had to push herself to get things done. Prior to completing DUET, she never considered that there was an alternative way to achieve desired results without having to deal with burnout as a consequence.

Through the process of DUET, Jane discovered new ways of working that were more in line with her core values. Jane's core values are centred around building relationships, and having new ideas and ways of doing things. This is the exact opposite of the skills she had to master to achieve in her previous role as a teacher.



The Result

A prospering business for Jane

In her new business, Jane was able to take a different approach. She has formed new perspectives and uses her people skills to build relationships to help her business prosper. Jane was able to rise above her tendencies to procrastinate to action and achieve results – without feeling exhausted.

The experience of working with these new insights has left her feeling energised and excited about work. By understanding herself through DUET, Jane used the tool as part of the recruitment process to hire people with the Eagle traits – the working styles that she now understands are not hers!

The result was that she was able to perform her best while building a team around her to support the success of the business. Through her work with Momentum4 and the DUET tool, Jane has exceeded her own expectations.

“Out of procrastination and into action. Before understanding my DUET, I would have been paralysed in the thought of having to work in the same way as before. It takes a lot of energy to be something you are not,” Jane says.

Contact us today

If you'd like more information on Brilliant Buttons, or want to arrange a discussion to see how the platform could work for your business, get in touch:

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