

CASE STUDY

Pure SEO



Ashley Williams, HR and Operations Manager at Pure SEO, has seen a boost in staff morale and confidence since completing training with IMNZ.



WHAT COURSES OR TRAINING DID YOU COMPLETE?

Pure SEO undertook the Think on Your Feet[®] communication course with IMNZ in 2019.

WHAT WAS PURE SEO LOOKING TO ACHIEVE WITH THIS TRAINING?

The decision to employ this training was twofold. Partly, Pure SEO wanted to boost staff morale with an opportunity for growth, but they had also received some feedback from the wider team that many wanted to improve their confidence in speaking and communicating.

“Particularly, for those who are client facing, they were looking for a boost when dealing with difficult or confrontational situations. We wanted something that could provide skills and tools to help them feel equipped for those situations and go into them with confidence. We wanted to reduce the levels of anxiety and stress the team were feeling prior to any difficult conversation or situation,” Ashley says.

WHY DID YOU CHOOSE TO PARTNER WITH IMNZ?

When the opportunity to work with IMNZ came up, Ashley said it was an easy decision to jump at.

“The variety of training and courses they offer was just perfect, there’s something for everyone. A lot of the courses they provide cater to a wide range of people in a business, not just specific departments or roles. With culture being really important to us at Pure SEO, whilst we want the opportunity to upskill and develop our individual teams, we also want to be able to do things as a whole so we can all grow together. IMNZ have the right courses and options to easily cater to that.”

HOW HAS TRAINING WITH IMNZ IMPACTED YOUR ORGANISATION?

Ashley says that they’ve already seen big changes since undertaking the Think on Your Feet[®] training. Even before the training commenced Pure SEO experienced a shift in morale – people were looking forward to it and were excited for the growth opportunity. “We had most of the wider team on Think on Your Feet[®] and have already seen aspects of it come through in everyday communication. The team are finding their meeting prep time is faster and the meetings run more smoothly because they have such an easy and solid structure to work to now. The feedback from the client facing teams in particular has been extremely positive. They all feel more confident going into a situation they expect to be difficult.”

WOULD YOU RECOMMEND IMNZ AS A TRAINING PROVIDER?

“Absolutely, without hesitation - for the quality of the training and courses, for the variety, for how easy they make everything, and for how honest they are. We’ve never been pitched a course or training session that wasn’t going to work for our business. They take the time to listen and learn about you, your people and your business so they can always suggest the best options.”

TO GET STARTED ON YOUR TRAINING JOURNEY WITH IMNZ, GET IN TOUCH WITH OUR TEAM TODAY!

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