

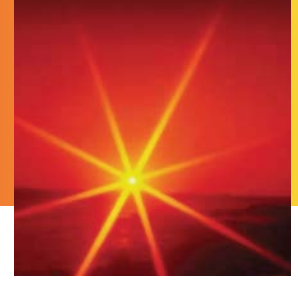


# RED ROAD

## Embracing **Community** and **Corporate** Development



# *The organisation that supports people*



## Who is **Red Road PD** Company?

Red Road PD is an innovative, personal development company dedicated to promoting positive behavioural change – with a difference! - for all those who need it.

### **Objectives**

- To support and empower as many people as possible to make positive change aligning with existing strategies and priorities
- To facilitate, challenge and support organisations to make change in individuals
- To help build solid foundations bridging the gap in organisations, neighbourhoods and individuals
- Facilitating mass change by empowering service deliverers to provide for service users
- To provide a cost effective solution in delivering in- house personal development, change management programmes

## Who are the services for?

Anyone! Red Road PD prides itself on providing a bespoke service with long term engagement for any individual, community, neighbourhood, corporation, small business.... the list is endless. In short, Red Road PD will work with all sectors in order to facilitate positive, sustainable behavioural change – with a difference.

## What do we do?

The Unique Selling Point of Red Road PD – after extensive market research - is that we provide the high quality accredited resources, tools and support needed to empower organisations big or small to facilitate solutions inspiring people development and behavioral change whether they be internal or external. Red Road PD supports organisations in delivering personal development, behavioural change, inner leadership, talent development programmes that do what they say on the tin – that is they make long lasting, positive change for those that engage with the process. Red Road really engage and support in the true partnership way of empowering organisations to deliver the programme to their individual needs, whether that be private corporations or small providers within the community.

*“Change does not cause pain,  
resistance to change is what causes pain”*

*Anonymous*

## How does it work?

Red Road provides resources in personal development, inner leadership and change management not at surface level but getting right into the root causes of challenges in order to reframe the future as well as developing a bespoke support package around individual need.

Once the initial investment has been made it is a set of resources that can be used in multiple circumstances and has been proven to provide sustainable, measureable benefits and outcomes for those who work with and engage with the process. Red Road PD will support all organisations to fully embed the processes and programmes within their business with this peer support continuing for as long as is needed.

### CASESTUDY

Red Road PD has worked with the Domestic Abuse Partnership in Bolton metropolitan borough. The Domestic Abuse partnership purchased a license with support in order to deliver a behavioural change package to both perpetrators and victims of domestic abuse. Red Road PD trained multiple trainers in the delivery of the programme as well as providing workbooks and key learning outcomes for all participants of the programme. The programme purchased is an accredited programme so that as well as providing real positive behavioural change there is also the opportunity for all participants to receive professional and academic qualifications that also help to improve their life outcomes and achievement of personal and workplace aspirations.

Currently the programme is being offered to perpetrators of domestic abuse who are both within and out of the criminal justice system with programmes being run in tandem with their partners and/or ex-partners to stop the cycle of abuse and encourage positive life decisions to be made.

Participants of both programmes have made positive changes to their lives with offenders stopping their previous behaviours that were damaging both to themselves and partners but was also a drain on the neighbourhood policing team.

Red Road will continue to support the partnership in the training of additional trainers as and when needed and will also support in assuring the quality of the programme as well as assessing the participants who wish to gain accreditation.



## CASESTUDY

A license was purchased from an insurance providing call centre in order to deliver an inner leadership programme with aims to inspire, motivate and enthuse employees as well as develop internal talent and develop inner leadership skill for supervisors and managers.

The management and training team were trained in order to deliver the programme which is now a successful, motivational training tool.

## CASESTUDY

Red Road PD has worked with a small, community-based business Kpability based in the Preston area in order to both capacity build the small business as well as utilise the programme within local deprived areas.

The license purchased along with the training and support package has meant that Kpability has delivered the programme to black and minority ethnic women who wanted support to access more training, education or employment. Red Road continues to support and empower Kpability in order that more people within the community benefit from the programme.

Participants from the programme have felt empowered themselves and it has given them the voice and confidence in order to create the reality that they desire.

## How Can **Red Road PD** Help You?

Red Road PD prides itself on being able to compliment existing strategies and priorities as well as being able to be a standalone product. We are innovative and flexible enough to provide solutions and direction no matter what the challenge and will work in partnership with any organisation.

More Information

WEBSITE: **[www.redroadpd.com](http://www.redroadpd.com)**

EMAIL: **[info@redroadpd.com](mailto:info@redroadpd.com)**

TELEPHONE: **0161 761 0505**

MOBILE: **0791 251 5502**