

Team and 1-2-1 Coaching Programme

Fargro

Fargro supplies horticultural products and solutions. They support growers, nurseries and garden centres with everything from sundries to state-of-the-art automation systems. Whether that means quick delivery, growing media, materials and equipment, advice on increasing yield, protecting plants from pests, or flexible financial and energy services.

With 80 years' experience supporting growers, the team have deep knowledge and expertise across every horticulture sector. Professional growers working with Fargro can exploit this expertise by getting tailored advice from one of the technical specialists.

The Requirement

In 2021 Sales Director, Emma Birkbeck, decided that Fargro needed to capitalise on the depth of knowledge of her team. The aim was that their expertise, combined with a commitment to providing first class customer service and an excellent product range would make them the first choice for growers.

Our Approach

Emma decided to offer individuals on the sales team a tailored 1-2-1 and team coaching programme delivered by 10Eighty.

The sales team engaged in BeTalent and Strengthscope 360 degree feedback. This combined an opportunity for self-reflection, with feedback from their peers, manager and also customers. A range of feedback was provided on behaviours, expertise and strengths. The 360 survey was followed by 1-2-1 coaching support, which afforded an opportunity both for individual reflection on the feedback and also action planning to leverage strengths at work for greater success.

The engagement with the team continued in 2022 with a team coaching session. This offered a vital opportunity for the team to come together virtually to learn about collaboration skills. The team shared best practise and supported each other on how to dial up their strengths to commit to the future vision of Fargro.

A further session, held in 2023, acknowledged the difference each member of the team had made from their commitment to action during the year. As well as reaffirming the roles and responsibilities of individuals and the team this consolidated the part they all play in the success of the future of Fargro.

The Outcomes

The investment by Emma in her team showed true leadership skill in providing an opportunity for: self-reflection on day to day business; insights to develop strengths and build confidence; collaboration as a team; a challenge for commitment to action and to hold each other accountable.

Since the individual and team coaching sessions from 2021 to 2023 there have been a number of further successes at Fargro.

Simon Bell, Key Account Manager and Solutions Lead, and part of the programme, was promoted to Sales and Business Development Manager in 2023, and in April 2025 was promoted to Head of Sales. Whilst, Emma was promoted to Chief Operating Officer in 2024 and subsequently promoted to Managing Director, as of March 2025.

"It was a pleasure working individual members and the sales team as a whole. Their passion for what they do is evident with a real care factor for their customers. This was at the heart of all the discussions and sharing best practise. They demonstrated an openness to new ideas around how to build their collective strengths to provide first class customer service."