

Case Study: CHIC – Building Stronger Teams through Mental Toughness

About CHIC

CHIC (Communities & Housing Investment Consortium) is a collaborative, not-for-profit, member-owned and governed consortium that provides compliant procurement solutions and commercial support across the housing and construction sectors. With a firm commitment to sustainability and social value, CHIC supports its members by delivering efficient services and securing long-term savings, while enabling improved environmental outcomes.



The Challenge

Following a period of significant growth, CHIC expanded to a team of over 40 colleagues. As the organisation evolved, so did the complexity of its operations and internal dynamics. The leadership team recognised an opportunity to strengthen team collaboration and performance, ensuring new and existing team members could thrive and deliver even greater results for CHIC's growing membership base.

CHIC wanted to:

- Improve individual and team performance
- Enhance collaboration and communication across departments
- Create a consistent and supportive onboarding experience for new starters
- Equip the team with tools to handle pressure and challenge effectively

Our Approach

We partnered with CHIC to embed the Mental Toughness (MTQ) framework into their team development strategy.

Our work included:

- Delivering individual MTQ assessments as part of onboarding for new colleagues
- Providing one-to-one coaching to explore the results in a meaningful and practical way
- Facilitating conversations that enabled individuals to better understand themselves and their teammates

- Helping the team identify ways to manage pressure, build confidence, and communicate more effectively

The emphasis was on developing a shared language around mindset, resilience, and performance – enabling the team to work more cohesively and support one another through the demands of a fast-paced, evolving organisation.

The Outcome

- Greater self-awareness and understanding among team members
- Increased confidence and emotional control in day-to-day work
- Stronger collaboration and peer support
- More effective onboarding experience for new starters
- Improved team alignment, contributing to better outcomes for CHIC's members

In Their Words

“Joanne’s professional and personable approach to executive coaching stands her out as exemplary in her field. She has supported the CHIC team in understanding and applying real-world thinking to their mental toughness in the workplace. This has enabled the team to better comprehend how to work as a cohesive, high-performing unit, which is already producing great results for our customers. I would highly recommend Joanne to any team wishing to improve.”

Luke Hurd, Chief Operating Officer, CHIC