

CASE STUDY

NatWest Group

Building Communication Capability Across 130+ Professionals

OVERVIEW

LCG has worked with over **130 client-facing and commercially accountable professionals** at NatWest Group, supporting them to communicate with clarity, confidence and influence in high-stakes conversations.

THE PROBLEM

NatWest Group professionals were technically strong, but in high-stakes conversations confidence and clarity dropped. This led to **inconsistent articulation of value, reduced influence with senior stakeholders** and slower decision-making in unscripted, client-led discussions where commercial outcomes were at stake.

THE SOLUTION

A targeted communication programme focused on **performing under pressure**, structuring messages to land with decision-makers, projecting confident presence and handling spontaneous client and stakeholder conversations. All practice was anchored in real commercial scenarios.

RESULTS

100%

identified at least one clear area to improve their influence

100%

would recommend the programme to colleagues

10/10

average score for confidence in the programme's positive impact

"Technically strong professionals, equipped to lead high-stakes conversations with the clarity and confidence that drives commercial outcomes."