



Meta-LUCID (ML) and Warwick Business School (WBS) have announced a research partnership into the effectiveness of sales leadership training. The partnership will engage in a longitudinal study on how to develop sales leadership capabilities and how Growth Mindset theory affects the retention of new knowledge and the application back in the work place. In what is understood to be a unique study, the team from Meta-LUCID and WBS will be building on the research that Professor Carol Dweck et al, have been conducting at Stanford University, California, and was published in her international best seller book, *Mindset: the psychology of success*.

WBS will provide proven research skills and resources to support this ambitious study. Nick Lee (Professor of Marketing) at WBS, said "there is significant value, insight and learning to be achieved with this study, and we are looking forward to working with Meta-LUCID who will be designing and deploying the learning intervention and knowledge transfer process. Their knowledge and track record in leadership development along with their expertise around the Growth Mindset theory will ensure that we have a robust and rigorous approach for the development of the target population."

Mark McCarthy (Director) of ML, also stated that the research to be undertaken will be a significant contribution to the existing body of knowledge and how performance development interventions with sales management can be better constructed and ultimately improve and sustain organisational performance. "Just the very fact this this research will be conducted on a longitudinal basis makes this a unique study."

For further information please contact:

Email: info@meta-lucid.com

Telephone: + 44 (0) 1727 884713

CREATING
EXPERIENCES
TO SUSTAIN HIGHER
PERFORMANCE
ENABLING
YOUR PEOPLE TO
ACCELERATE
BUSINESS
OUTCOMES

About Meta-LUCID

Formed in 2007, we are a global based firm of practitioners specialising in the design and implementation of performance improvement initiatives based on leadership identification and development, using action learning and discovery learning techniques and methods. Acknowledging that our clients' needs are unique and contextual, therefore our work is custom designed to specifically meet real and meaningful business outcomes.



About Warwick Business School

Located within one of the world's top universities, in under 50 years Warwick Business School has become one of the world's elite business schools, providing top-class programmes for ambitious people, driven by world-leading research. The Economist ranks WBS' full-time MBA the best in the UK, and in the world's top 20, while the Financial Times ranks WBS' distance learning MBA 2nd in the world, and 1st in the UK. It is home to some of the world's best researchers in business and management, and continues to be at the leading edge of research across all business disciplines.