

Amino Technologies plc is a software-led global Media Tech company that delivers modern TV experiences the way viewers want it. They have a culture driven by ambition and trust in working with others in a fair, diverse and inclusive environment that fosters individuality, collaboration and creativity.

Amino Technologies' objective was to establish a leadership programme which developed a consistent approach to supporting, growing and developing their leaders across the whole business. They chose **STAR® Manager** to help them meet these goals.

Developing Leaders

Amino Technologies had three key aims for developing their leaders. They wanted to:

1. Embed a culture of collaboration and engagement,
2. Develop their leaders as they gear up to deliver their 2025 strategy, and
3. Create a common language around leadership.

Chris Shaw, HR Manager at Amino Technologies recognised a clear alignment between these leadership development goals and the STAR® Manager programme:



"We quickly realised that while [previous development activities] were great they weren't consistent so in choosing the STAR® Manager programme we were really making that positive development in our leadership so we can scale and grow the business."

“It Really Aligns to Our Aims Creating Agility and Innovation

For Amino, the challenge in their industry is the constantly changing expectations of their consumers. This requires their customers to be increasingly nimble and agile with their products, services and offerings. Amino needed to foster a culture of innovation where they can meet these demands, where they strive to produce their industry leading solutions. Chris explained:



The STAR® Manager programme has really given our leaders and managers the skills and the tools to promote this continuous learning and create an environment where curiosity is supported and allowed to grow."

Diversity and Inclusion Benefits

There were extended benefits for Amino Technologies because the programme also really aligned with their work around diversity and inclusion. As well as supporting diversity within their business in terms of gender, age, race and background, they were also focused on promoting diversity of thought and opinion where everyone can bring their authentic self to work and share their ideas and opinions.



"The tools from the STAR® Manager programme have really given our leaders the opportunity to bring those ideas out and give our employees the confidence and time to think for themselves and share ideas. That really is driving innovation across the business to help deliver our products and services now and for the future."

“It's Driving Innovation Across the Business

Value of Personal Development

Since beginning the STAR® Manager programme, Amino is seeing a more consistent language and approach to leadership. They've noted improvements in team collaboration, shared learning and communication. Chris thinks it's really showed them the value of investing in personal development:



"We're getting great collaboration in our teams as more leaders share their learning. They're also recognising the benefits of investing in personal development as well as their technical knowledge. That's going to help them develop and make their lives and working time so much more enjoyable."

Delivering the 2025 Strategy

The programme has enabled Amino Technologies' leaders to call upon a range of techniques to promote a growth mindset in their employees. They're now asking more insightful questions and focus on coaching rather than just managing and providing answers. This has given them time to think strategically and to drive process improvements, project delivery, and lay the foundations for the continued evolution of the company and its growth.



"We've got a really exciting 2025 strategy and giving them the time and opportunity to reflect on where we are and how we can drive this forward, and how we can deliver from a strategic perspective rather than just being stuck in the operation is going to be really important to them."

“It's Laid the Foundations for Growth

Watch Now!

Click the button to watch Chris talk about how STAR® Manager has helped developed their leaders



Immediate Benefits

Here are just a few of the immediate benefits reported by Amino Technologies:

- Greater levels of **team collaboration and shared learning**
- Improved **innovation** through increased curiosity
- Improved **diversity and inclusion**
- **Consistent language and approach** to leadership
- **More time back** to spend driving the strategic agenda
- **Process improvements** and improved **project delivery**
- Foundations for **successful growth** of business
- Achieved the bronze level **STAR® Culture Award**

PRESS PLAY

"STAR® Manager provides a really positive return on investment. Collectively those individual changes, when you put them together, make a huge difference not only to the culture but also to the development of the organisation as well."

