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## True Bearing Strikes Gold

Independent Financial Advisory Firm True Bearing joins an elite group of 200 UK companies and organisations to achieve the new Gold standard Investors in People rating.

The Lancashire based company were recently awarded the standard at a special presentation held at the firm's head office in Euxton, following a comprehensive scrutiny through Investor's in People 'New Choices' assessment process.

Investors in People is the UK's leading people management business improvement standard which has been shown to improve financial performance, increase profitability and achieve strategic objectives. Their business improvement tool is designed to help all organisations improve specifically through their people. 'New Choices' was introduced in 2009 and enables businesses to go beyond the existing standard and introduces three opportunities – bronze, silver and gold – to celebrate further achievement.

Kathryn Walker, Large Clients Retention Manager. Investors in People NW, commented: "True Bearing particularly impressed our liP Assessor by the amount of dedicated coaching time which leaders give their people. This undoubtedly supports personal and professional development, enabling people to reach their full potential. A culture exists where there is no ceiling on the progression of individuals. True Bearing needed 165 points out of a possible 196 to achieve Gold status. They achieved a superb 190 points. Well done to everyone."

There are approximately 25,000 recognised Investor in People organisations in the UK and more internationally. About 4,000 of these are in the North West of England. Currently around 200 organisations have achieved Gold Status. This is less than 1% of the total of organisations working with Investors in People.

George Critchley, Managing Director, True Bearing Ltd, said: "We are extremely delighted to be one of the first IFAs in the North West to receive the gold status award. We were awarded our initial Investors in People standard in 2004, which was then reviewed successfully in 2007. We are committed to a journey of continuous improvement and this recognition is an exciting and important milestone for us."

In her feedback, Alison Bryant, the liP Assessor commented: "The systems and processes are extremely robust and go beyond the statutory industry standards. This organisation clearly puts their people and clients at the heart of what they do, epitomising what the Investors in People Gold Award stands for."

"A total of 17 individuals including Directors, staff and advisers were interviewed and I would like to thank and congratulate everyone who participated in the assessment which resulted in such a fantastic achievement," said George.

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