

# proof for a major bank facing strikes

what did Discovery Tools™ do?

## Investment

- 1 month design time
- 4 core team members, plus 2 from client side
- Low/moderate complexity

## Result

- › 3000 participants experienced a customised Discovery Tool program, achieving higher levels of engagement and support, an increase in client satisfaction from 33% to 63% , an increase in staff morale from 20% to 68%, and an operating cost savings of 10% just from the employees suggestions.

## Conditions

- › Executives had received survey results confirming that employee morale was on a sharp decline and customer satisfaction was low. There was little trust in senior management. The client realised it needed to establish credibility for its senior management team and improve trust in the company's leadership. It sought also to communicate its business strategy/plan in a manner in which all staff could understand and action.
- › The core need was to help all employees understand the current banking environment so they could put recent strategic decisions into perspective, and relate to the challenges being addressed by management. The goal was to provide employees with the information they needed not only to understand the new corporate plan but to contribute to it as well. The program also had to foster discussions and build relations at all levels of the organisation.

## Discovery Tools

A Discovery mat based program that enabled participants to experience:

- › Phase 1: "Tune Up Time." Employees participated in two sessions, which took place 30 minutes before the bank opened for business. This involved a series of interactive and hands-on exercises that helped them view the bank from a client or customer perspective, and identify their bank's competitive advantages. Participants then explored the environment in which they were currently operating in and the challenges ahead. Adopting their Balanced Score Card model, the participants performed a 'health' check on their branch by assessing its preparedness to meet the challenges.
- › Phase 2: "The Future". Discussion focused on what would guarantee the bank's success. The employees were exposed to the 'success factors' of the business plan in an "easy to relate to" style. The final step was to identify projects that could be undertaken in line with the business plan. These projects were grouped in accordance with their Balanced Score Card and inserted into the bank's performance measurement system, resulting in bonuses for staff upon completion of agreed projects.

Discovery Pages: The "Focus On Engagement" Range

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what do they look like?

This layout features a central circular graphic with a red and blue color scheme. The graphic is surrounded by various elements: newspaper clippings such as 'The community consensus' and 'The New Zealand Herald', a 'Lister' magazine cover, and a 'REDLINES' article. Text boxes and icons are scattered around the central graphic, and the WestpacTrust logo is visible in the top right and bottom left corners.

This layout features a large circular graphic with a light orange and grey color scheme. The central part of the graphic contains the text 'Financial performance & Financial performance'. The graphic is surrounded by text boxes and icons, and the WestpacTrust logo is visible in the top left and bottom right corners.

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