

proof for a global professional services firm needing to reinvigorate its people through its values →

what did Discovery Tools™ do?

Investment

- % of revenue
- 3 months design time
- 3 core team members, plus 1 from client side
- Low end of complexity

Result

All 3,500 staff (including the CEO and board) attended a session using their custom Discovery Tools, over an eight week period. The program cascaded from top down. The HR Director commented at the end of the program, "The result was a highly creative solution that was about engaging all of our people in meaningful dialogue about our Signals and how we live them day by day. It was an outstanding success."

Conditions

The Australian / New Zealand arms of this global (Big 4) accounting firm had undergone a transformation approximately 5 years earlier and had developed a set of core values which the firm lived by. The values had been instrumental in gaining an improved position in the market place and had other flow-on effects such as improved profitability and 'employer of choice' awards. However over time external market pressures and a change of CEO had seen the commitment to the values wain.

The challenge was to reinvigorate the enthusiasm for the values, create a concrete alignment to the firm's plan and to encourage all staff to find new ways to use the values for market advantage in the professional services arena.

Discovery Tools

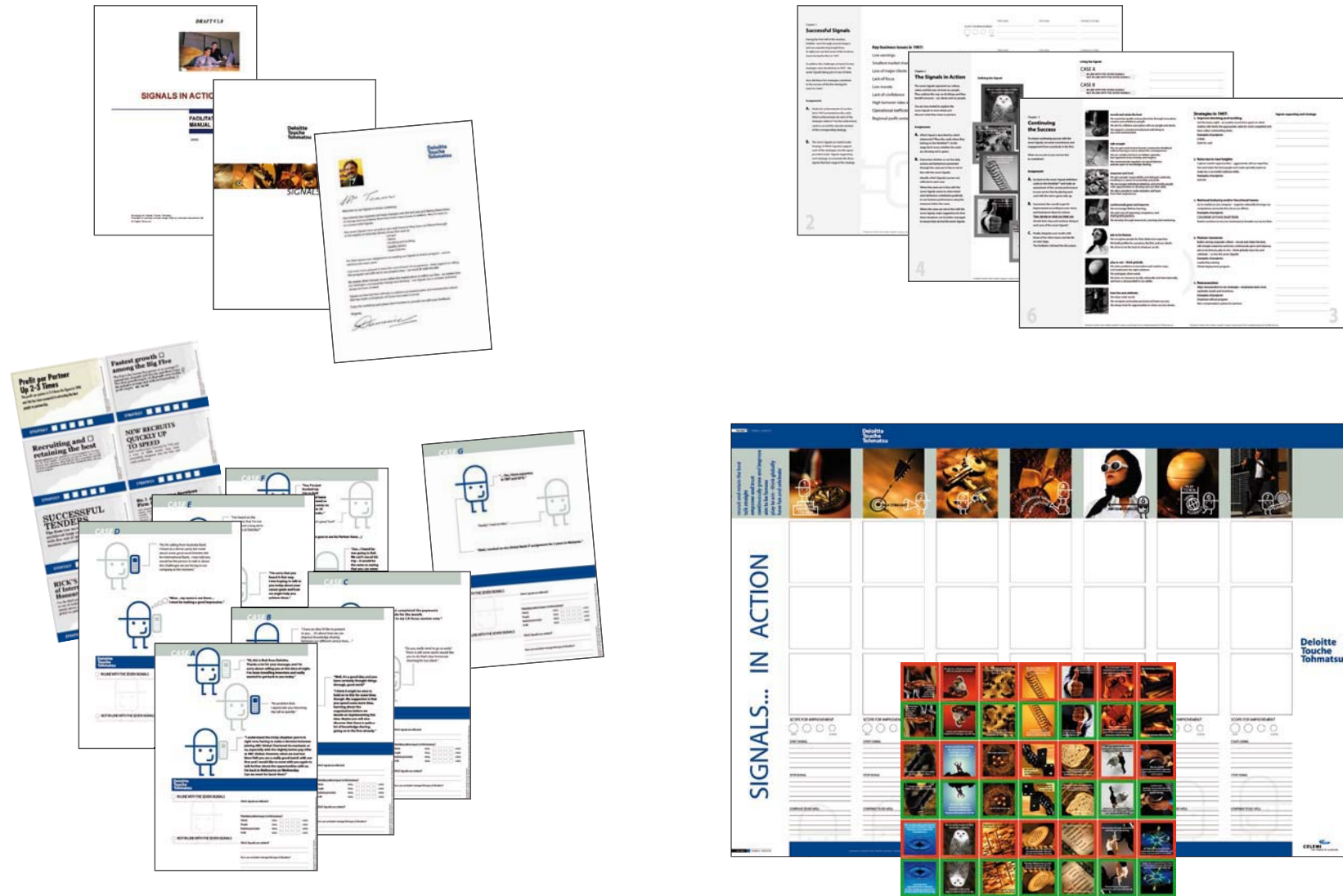
A Discovery book, case story card and mat design was developed that enabled participants to:

- > Take a quick tour of where the firm had come from (and the successes enjoyed in the last five years). This revalidated the previous business plan and underpinned the success of the previous implementation of the values.
- > Understand the issues the firm was now facing (with both an internal and external focus).
- > Revisit and reconnect with the values, in particular, determining how successful the group was in using the values internally and externally by using visual prompts.
- > Develop personal, then group-level, action plans for changes to occur in line with the values.
- > Develop timelines for actions and methods of measurement, in particular when the measurement should be undertaken and allocate appropriate resources, and decide on the review date.

Discovery Pages: The "Focus On Engagement" Range

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what do they look like?



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