

## **CHANGE MANAGEMENT SUPPORT** Supporting Organisational Change

### **CASE STUDY**

#### **Program Brief:**

- A major Australian bank requiring support around the fastest IT system rollout in Australian Corporate history
- Coaching managers in business skills around the rollout. ensured a rapid uptake of skills and achievement of the desired business results

*The Firefly project at St.George utilised best practice project management methodology and vendor management, to deliver an operational CRM solution and training package to St.George branch and call centre staff in only 9 months for a fraction of the price of other reported industry implementations.- Source: Australian Institute of Project Management. [www.aipm.com.au](http://www.aipm.com.au)*

#### **Organisational Objective**

- Provide business support to participants of the Sales and Service Leadership Program
- Develop the business acumen of 27 retail Branch Managers and staff around implementation of new customer management software

#### **Contractor's Objective**

- To use this as an opportunity to demonstrate the effectiveness of Business Coaching to support the fastest roll-out of a CRM system in Australian Corporate history

#### **Methodology and Approach**

- Coaches were briefed on the program and provided with full training on the Sales and Service program
- A "Frame the Agenda" model was developed and used with branch managers to ensure a uniform approach was taken to ensuring all staff in the branches, including the management, assumed appropriate responsibility for the success of the program
- Personality assessment were conducted with the coaching team to support identifying learning and behavioural patterns as well as heighten their awareness of any leadership development gaps in the branches
- Through a series of face to face coaching sessions with branch managers and observation of staff behaviours the managers were up-skilled in their business acumen, change management and staff handling.

#### **Outcomes**

- A range of business and personal issues were addressed opening the path for improved business performance at branch level and thus over the region
- A number of managers reported improved relationships with both staff and clients
- The new software system was in use within record time and with minimal issues
- Branch and regional managers have a greater awareness of opportunities and limitations facing them
- Overall metrics around the program achieved target outcomes

#### **Client**

- ST GEORGE BANK – Any enquiries please contact Tom Martin on 0422 082 225.