

“We need to create the kind of environment where all our employees are motivated to perform to the maximum potential.”

azure case study

PERFORMANCE THROUGH INSPIRATION

The Client: A division of an international law firm specialising in high volume conveyancing and debt solutions for major high street lenders.

The Issue: The business is highly process driven and employs a workforce with low skill and a relatively young age profile.

The Division's ambitious expansions plans were being challenged by unsustainably high staff turnover creating operational shortcomings.

The management structure in place lacked clarity and focus. The resultant inconsistencies in how policies and procedures were interpreted were adding to the Division's poor performance.

The Azure Solution: An A-E Analysis identified the key challenge as the need to embed a predetermined set of core competencies into the recruitment, development and performance management structures across the organisation.

This took the form of delivering a series of discreet 'management tips' in a monthly 'off job' workshop supported by 'wrap around' learning activities such as one-to-one coaching, learning partners and presentations. Traditional teaching methods such as reading and report preparation were added to encourage out of hours participation.

Each topic was tailored to meet the specific needs of the organisation and to support the competencies and other initiatives being carried out elsewhere in the organisation.

The Programme lasted 12 months and led to the ISM First Line Manager's Award.

Client Feedback: The Client said “The programme was an overwhelming success and played a significant part in changing the culture of the business. By meeting once a month to learn and debate a management topic the managers and team leaders were able to expand their understanding and appreciation of the challenges of their role as well as the role and functions of their colleagues and their respective departments.

Employee turnover has reduced from 61% to 29% and employee and client satisfaction has improved dramatically. Azure's approach of being able to quickly identify what was helping and hindering the success of our business, combined with their ability to influence people to change is inspiring to me as a leader and the benefits are clear to all concerned.