

# 2019 Customer-Centric Leadership Program for one of Australia's Top Banks

*Shared-value partnerships are crucial for sustainable development*

## Summary

Communiteer (CT) and Humanity in Business (HiB) believe in shared value - through cultivating leaders of the future, we can address social issues in a measurable and sustainable way.

CT & HiB delivered a leadership development program to the employees of a large multinational bank, focused on "customer centricity" and putting theoretical learnings into practice by helping charities solve strategic challenges.

Participants helped charities build business plans, articulate their value proposition, analyse target markets, audit service offerings and propose marketing initiatives and pricing models, with indicative timelines and sustainable expansion.



ASPIRING LEADERS /  
YOUNG PROFESSIONALS



WORKSHOPS SPANNING  
8 WEEKS



CHARITIES WITH STRATEGIC  
BUSINESS PROBLEMS

## Partners



## Outcomes

From a social impact perspective, participants were more confident in articulating charity issues, shared stories of the charity with others outside the program, and recommended others to take action towards resolving those issues.



UNDERSTOOD  
THE ISSUES



SHARED STORIES  
OF THE CHARITY



MOBILISED  
OTHERS TO ACT

From an L&D perspective, participants felt that the program was a valuable learning experience and that they achieved the learning outcomes of improving customer-centricity.



REWARDING TO  
WORK WITH CHARITIES



VALUABLE  
LEARNING EXPERIENCE



IMPROVED  
CUSTOMER CENTRICITY



## Activities

The workshops were themed around The Future of Work skills with 24 employees from the finance department chosen by the Learning and Development (L&D) team of the bank.

This program was viewed as an opportunity for employees to transfer and apply their learning to live business projects at low risk to the business whilst achieving social impact.

The Future of Work skills included design thinking, creativity and innovation, collaboration, decision making and problem-solving. Each 3-hour workshop was split into hour-long sessions of:

1. Interactive facilitation of work skills,
2. Action via consultations with charity leaders, and
3. Project guidance.

The charities chosen for the program:

- were tackling humanity-focused social issues
- had strategic business challenges with enough depth for project-scoping
- were willing to expose organisational vulnerabilities
- had a Founder/CEO as the primary contact to ensure that the story was told powerfully, promoting higher engagement from participants

## Testimonials – Client

“What Communit eer is doing is fantastic. The feedback scores for social impact areas are high, which is great. We value our relationship with Communit eer and really enjoyed working with you.” – *L&D Snr Manager*

“I found myself breaking out of my professional background of accounting and contributing to marketing discussions. We learned to use all of our knowledge, skills, interests and even connections.” – *Participant*

## Testimonials – Charities

“My group provided me with slides and spreadsheets that I can actually use, and we will be using them straight away.” – *Pink Elephants Support Network*

“The work that our group did for us is something that we would have taken a year to get to with our resources.” – *Life Changing Experiences Foundation*

“I love the strategies my group came up with. We certainly hadn’t thought of many of the suggested target demographics and it’s broadened our market.” – *Sutherland Shire Family Services*

