



humanity
in business



communitier

Building Customer Centric Leaders

Creating Shared Value by Collaborating
with Not For Profits

Large Multinational Bank Case Study



SUMMARY

Communitier and Humanity in Business delivered an 8-week leadership development program to the bank's employees as a vehicle to build customer centricity and improving engagement whilst achieving social impact

The Customer-Centric Leadership Program



We facilitated 6 workshops focused on customer centricity and The Future of Work skills with 24 employees from the finance department chosen by the Learning and Development (L&D) team of the bank.



The workshops encouraged participants to transfer and apply their learning to live business projects and create social impact.

THE CONTEXT

Our aim is to put shared value in practice to build leadership capability as well as create sustainable impact.

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



interactive
facilitation of work
skills



action via
consultations with
the charity leaders,
and



Project
guidance

The 3 charities chosen for the program:

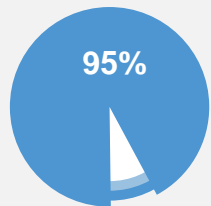
- were tackling humanity-focused social issues relatable to a mixed demographic;
- had strategic business challenges with enough depth for continuous project-scoping
- were willing to expose their problems and vulnerabilities;
- had the capacity to dedicate the time required for the scheduled workshops; and
- had a Founder/CEO as the primary contact to ensure that the story was told powerfully and promote higher engagement from participants.

OBJECTIVES AND RESULTS

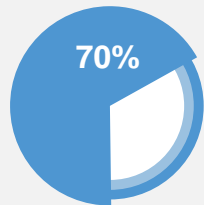
The participants all built executable business plans for each charity

Social impact survey results

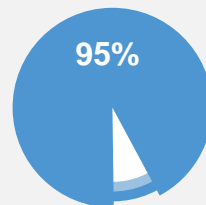
UNDERSTOOD THE ISSUES



MOBILISED OTHERS TO ACT

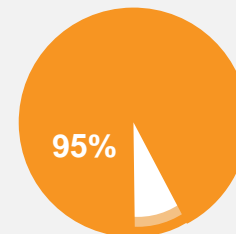


SHARED STORIES OF THE CHARITY

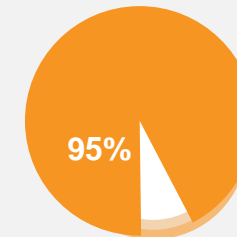


L&D impact survey results

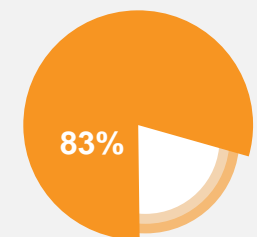
REWARDING TO WORK WITH CHARITIES



VALUABLE LEARNING EXPERIENCE



IMPROVED CUSTOMER CENTRICITY



TESTIMONIALS

“

I think what Communit eer is doing is fantastic and I'll be keen to see how things develop for you going forward. The feedback scores around the social impact areas are high, which is great. We value our relationship with Communit eer and really enjoyed working with you”

Bank L&D Coordinator

“

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

“

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