

Delivering critical risk messages through more powerful communication

Deloitte.

The client

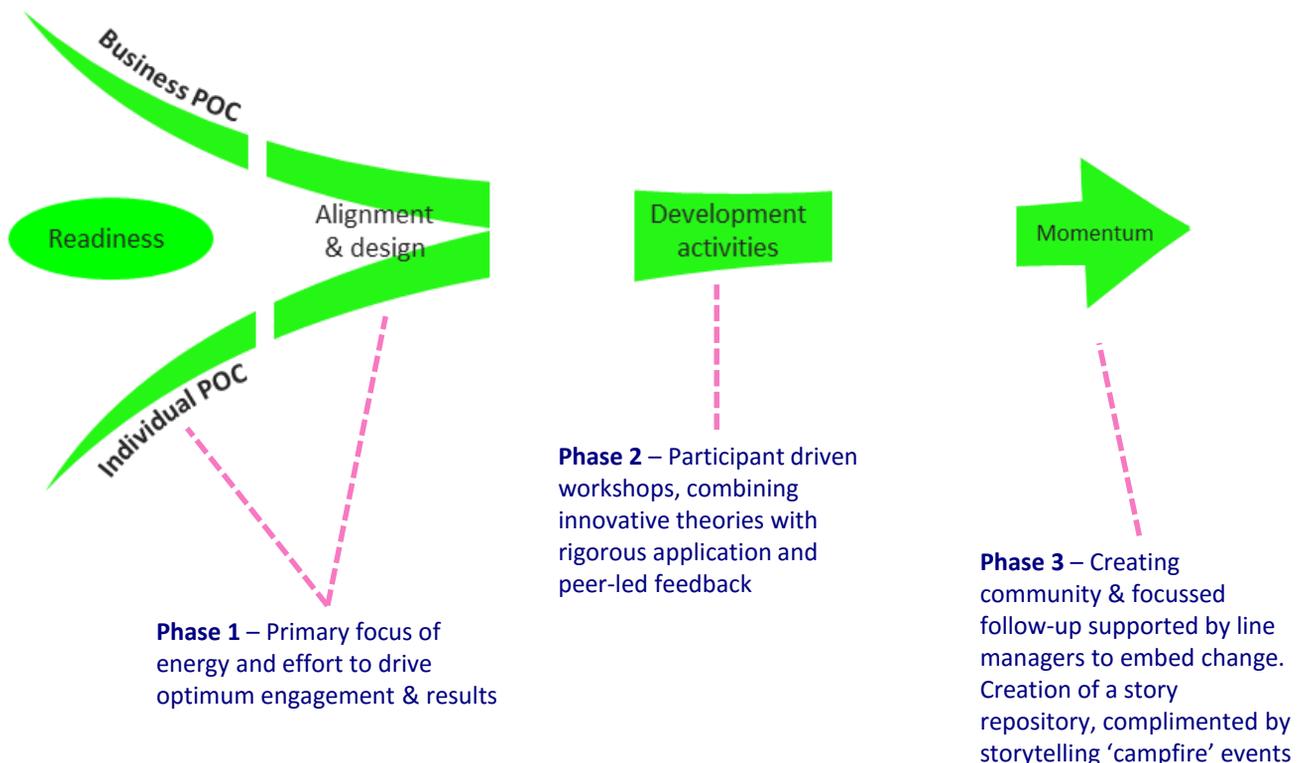
Deloitte are the preeminent global professional services firm, delivering services in audit, tax, consulting, financial advisory and risk management services in over 150 countries and around the globe. The head of UK Quality & Risk Management wanted some innovative approaches to influencing behavioural change around key business risks.

The brief

The partner in charge of risk management relies on about 40 key business leaders across all parts of the firm, who have a part-time risk remit, as well as his core permanent team to disseminate the risk message. Already a strong advocate of storytelling he commissioned Catseye to work alongside his L&D expert to devise a new way of connecting with the broader business.

The solution

The Business POC needed only a little formalising since it fell out of the comprehensive strategic goals already in place for the Risk community. The individuals identified for development were sophisticated and experienced business leaders. Their Individual POC process, supported by line managers at the highest levels in the firm, gave them an opportunity to focus on why they wanted to be even better. It soon became apparent that the benefits in terms of business outcomes achieved would range far beyond the risk messaging. A two day workshop, rich in the leaders' commercial operating context was designed. The handful of leaders on each workshop shaped their own path of learning both during and afterwards, with support from two Catseye facilitators and the in-house L&D expert.



The results

Approximately 50 individuals have been through the process. The vast majority of them are established leaders in their own right with tough commercial and strategic objectives to achieve alongside their day-to-day client and operational responsibilities. They do not take time out of their busy schedules lightly, certainly not two days..... However the stories about the power and practicality of the 'Resonant Leader Programme' attracted more and more leaders. This also demonstrated for them the power of storytelling, especially when efforts are concerted and marshalled (in this case by the in-house L&D expert, with a some behind-the-scenes support from Catseye). The results are still being delivered and measured.

Better
methodologies for
communicating
change

Resonant messages
replacing 'boring
compliance'

Collateral benefits of
emotionally intelligent
leadership across all areas
of the firm

Contact

Jamie Rowland was the lead consultant on this fine bit of work. To get hold of him or anyone else on the team, just email info@catseyedev.co.uk and we'll get you a response as quick as a flash

OUR VALUES & GUIDING PRINCIPLES

What does Catseye believe in?

Real change

The merit of every individual

Doing the right thing

Being even better every time

CONTACT US

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