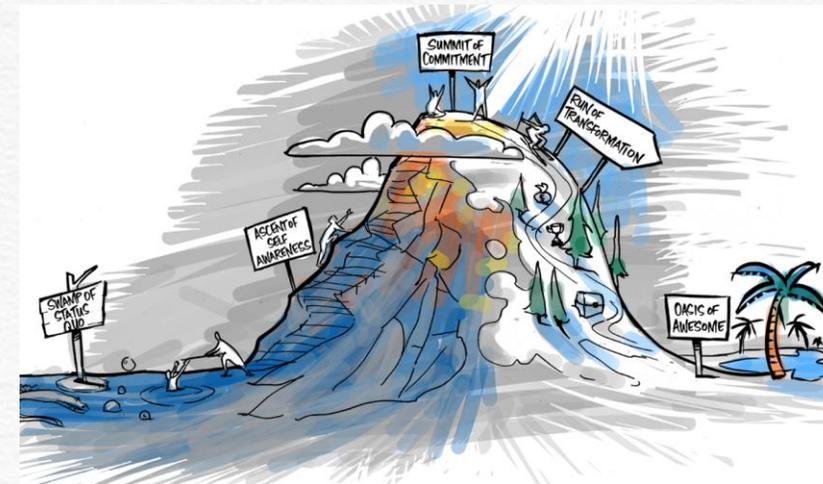
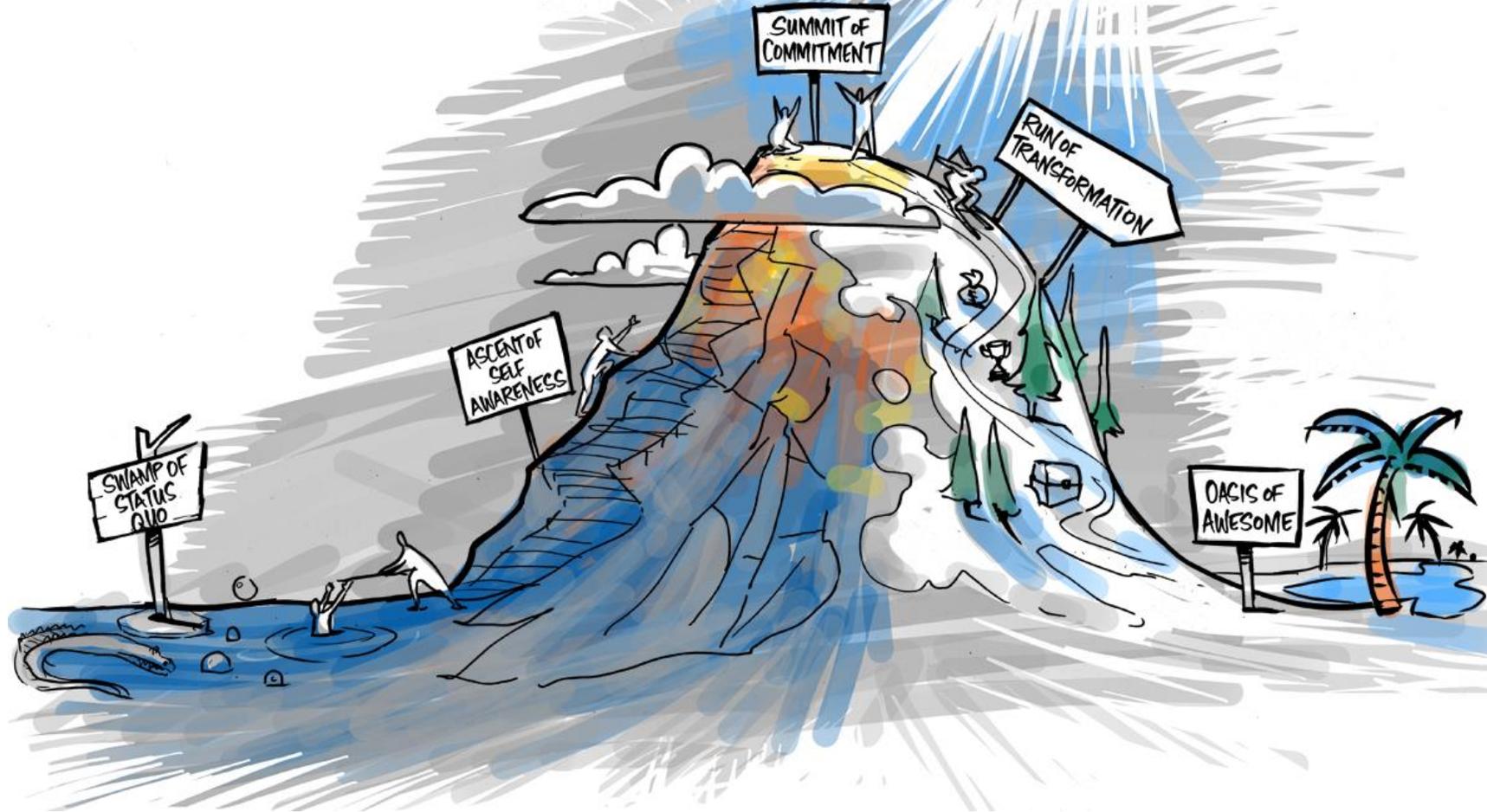


Driving and managing change



—
In banking and financial services

BUT IT TAKES A JOURNEY TO GET THERE...



The standard you walk past
is the standard you accept.

—

David Morrison

1. Transform the organisation
2. Transform the team
3. Transform yourself

1. Transform the organisation
2. Transform the team
3. Transform yourself

6



9

9



The single biggest problem in communication is the illusion that it has taken place.

—

George Bernard Shaw

Language of business

—

Shareholder return
Revenue growth
Cost discipline
Profit and loss
Return on investment

Communication style

Auditory

Language of marketing

—

Share of voice
Awareness and Consideration
Conversion rates
Bounce rates
Cost per click / lead

Communication style

Visual
Kinesthetic



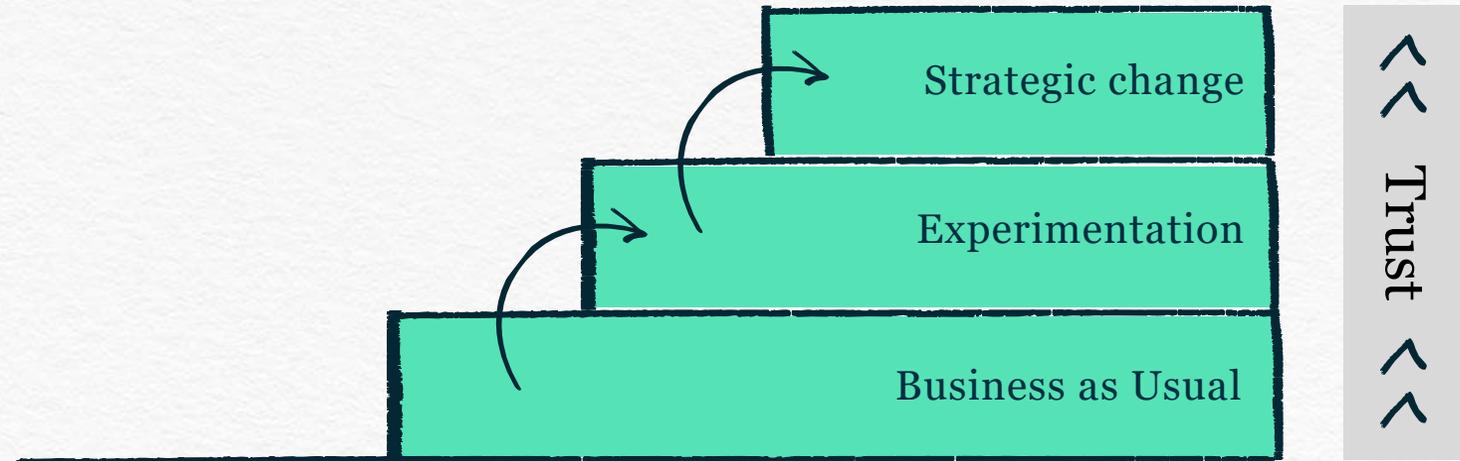
You learn in life that the only
person you can really correct
and change is yourself.

—

Katharine Hepburn

Staircase to play

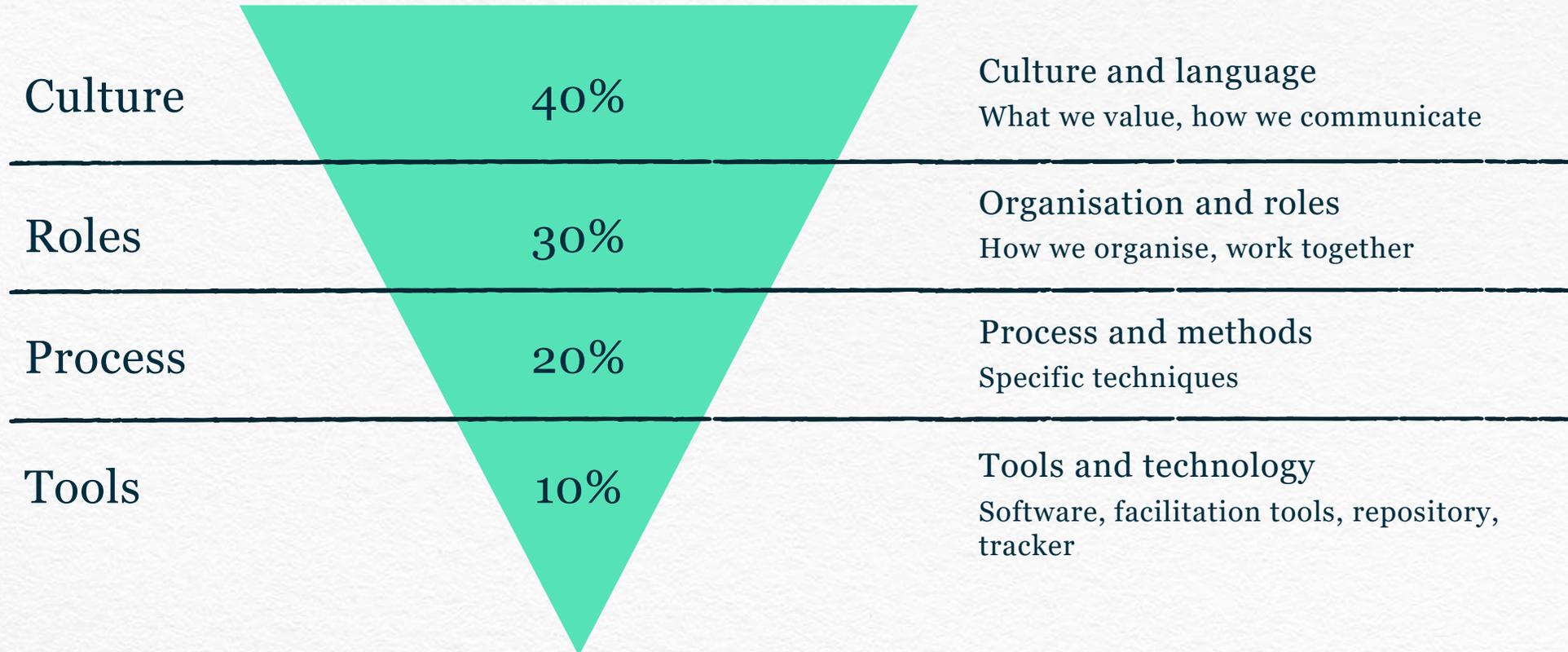
—



1. Transform the organisation
2. Transform the team
3. Transform yourself



How change happens

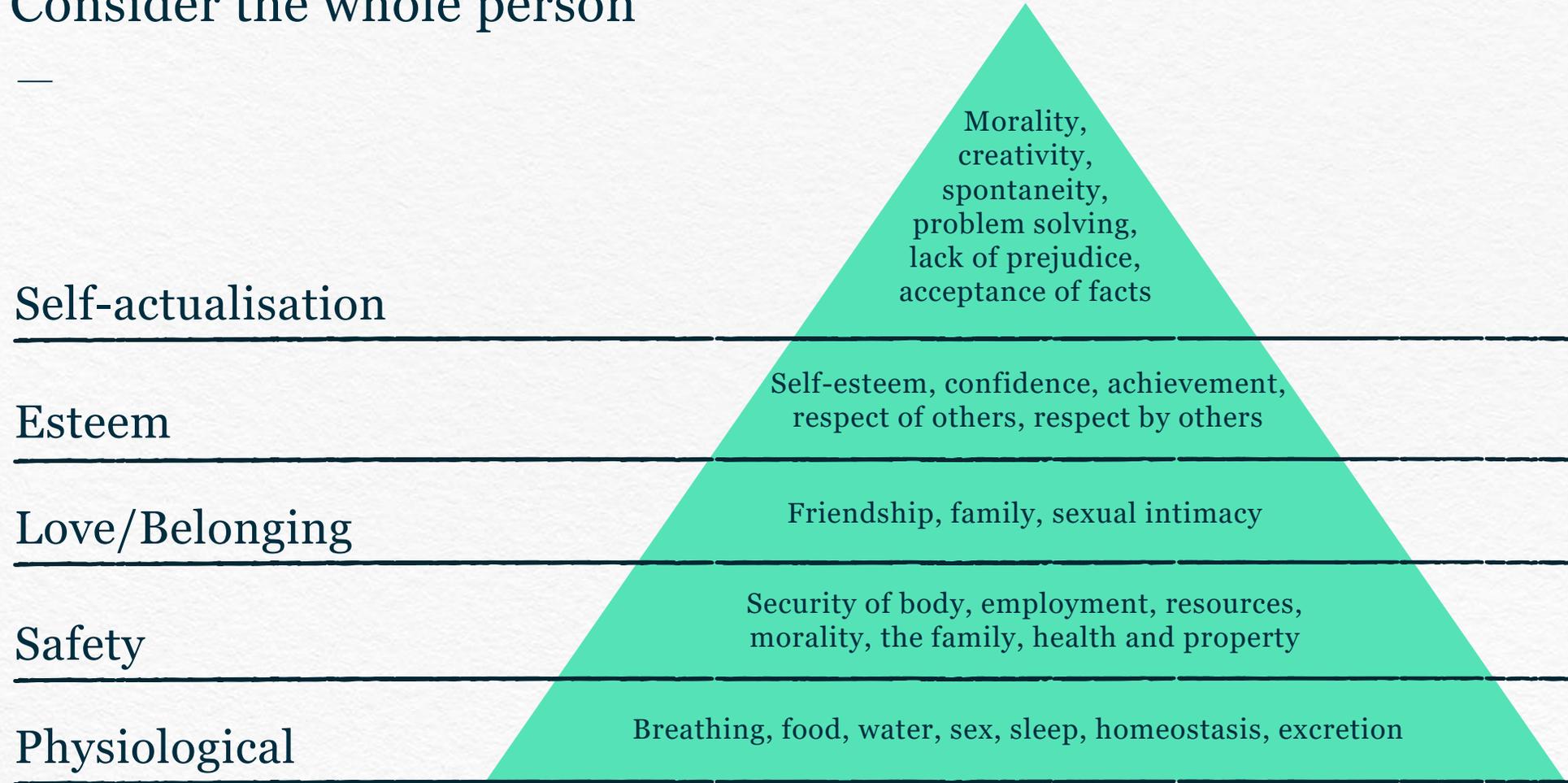


You can only go as fast
as your slowest person.

—

Many people

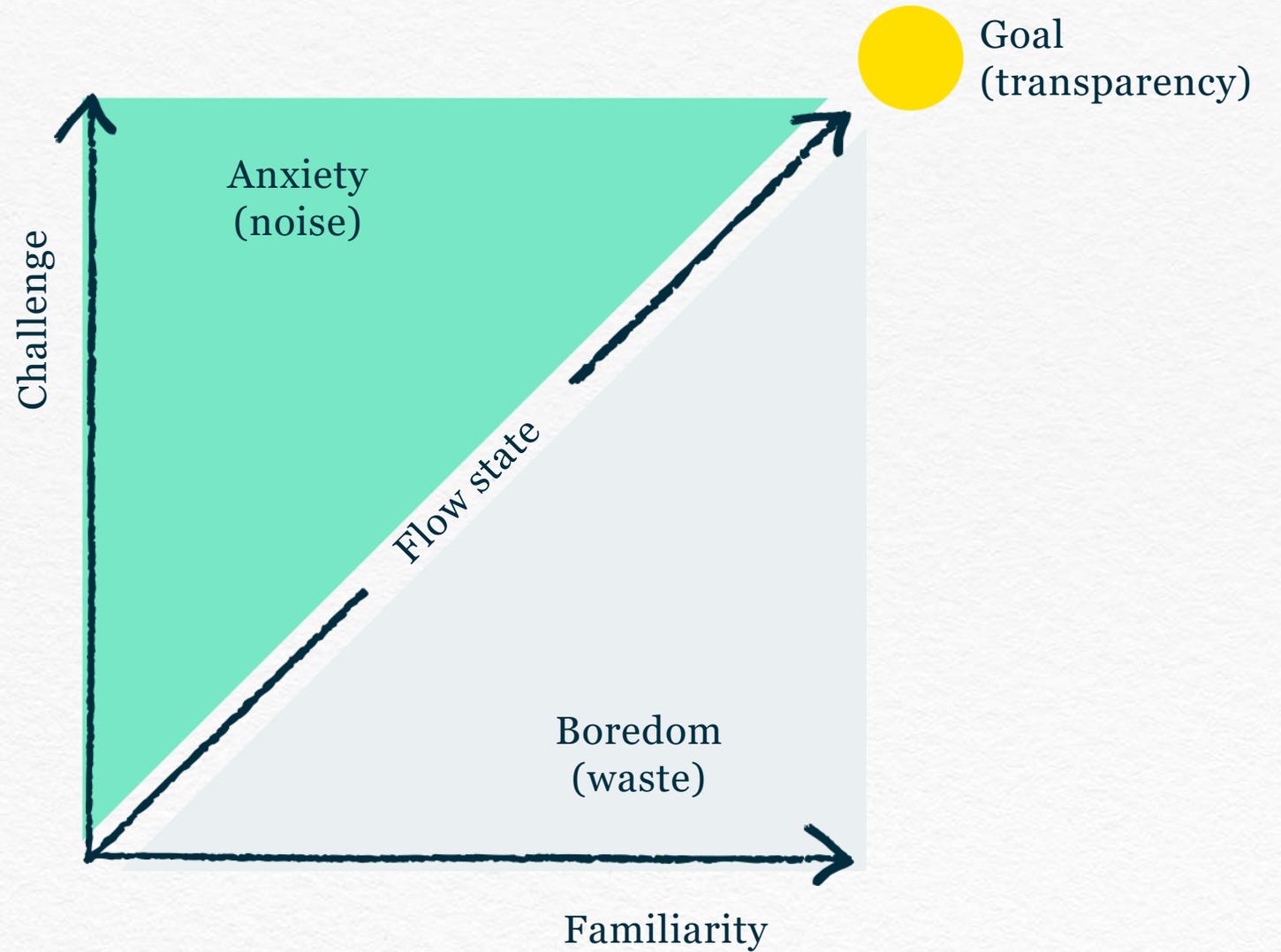
Consider the whole person



Maslow's hierarchy of needs

The flow state

Mihaly Csikszentmihalyi



If you do anything well, it becomes enjoyable. To keep enjoying something, you need to increase its complexity.

—

Mihaly Csikszentmihalyi

1. Transform the organisation
2. Transform the team
3. Transform yourself

Being a leader, requires you to be
the person the situation
requires you to be.

—

Trisca Scott-Branagan

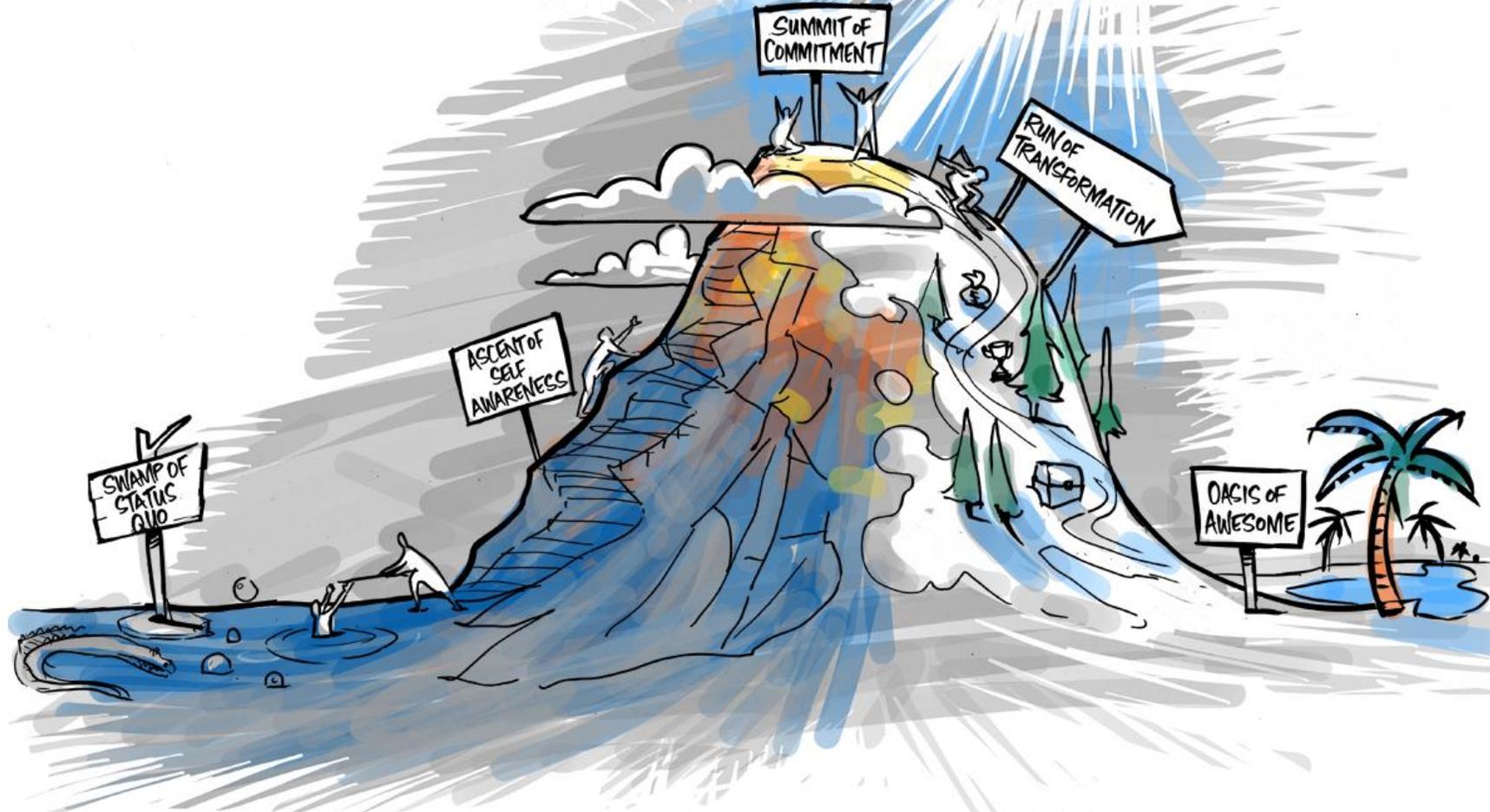


You can do anything
you set your mind to.

—

Benjamin Franklin

BUT IT TAKES A JOURNEY TO GET THERE...



Thank you.

—

Trisca Scott-Branagan

 [linkedin.com/in/Trisca](https://www.linkedin.com/in/Trisca)

 @triscasb

Stand up for what is right,
Even if you're standing alone

—

Suzy Kassem

Table discussions

10 minutes

What change are you focused on?

10 minutes

How are you driving that change?

10 minutes

Share key insights from your table with the room

10 minutes

What change are you focused on?

- Perception of marketing within organisation
 - Level of accountability
 - Customer vs commercial
 - \$\$\$ - marketing as investment
 - Health insurance > health care
 - Reactive > Proactive
 - Sales and Marketing Alignment
 - Reactive to legislative changes
 - Internal team change
 - Risk mitigation
 - Delivering customer centric marketing
 - Executive buy-in
 - Re-brand: Global vs localisation
 - Product focused > Customer centric focused business. Understanding the customer.
 - Internal stake holders to value brand.
 - Digital transformation. Customer integration (is it accessible to them?)
 - Understanding the customer – culture + product
 - Shift the sales culture from short term campaign to strategic long term programs

10 minutes

How are you driving that change?

- —‘Shared Understanding’. Establishing milestones.
- Using experts.
- Creating ‘segmented’ teams. Key understanding of customers through evidence. Capitalise on growth potential.
- Using social channels to enable sales teams. Empowerment
- Digital transformation – understand current state and plan and systematically address and implement changes
- Driving change – alignment. Localisation – taking global messages and form local opinions.
- Communication – frameworks
- Recognise the change and then celebrate the success
- ‘Discovery’ & change in internal and external strategies
- Simplify and brand road-maps
- Cross-functional department teams. Optimise change programs. Start with a problem or vision statement
- Shared targets with other teams. Creating buy-in and team focus.
- Experimenting with smaller based change. Bite size projects to demonstrate small success.
- Conversations (One on Ones & Lots of Coffee). Politely challenging and playing ‘devils advocate
- Increase in reporting and data.
- Don’t let the numbers be lonely
- Collaborate
- Prioritise
- Minimise the crap and strategically deliver on your focus

Table discussions

What change are you
focused on?

—

How are you driving
that change?

—

10 minutes

Share key insights from
your table with the room

—