

THE CLIENT

Liberty's Client and Adviser Service Centre (CASC) is responsible for fulfilling the commitments and promises made to their clients. Their mandate is to deliver exceptional experiences in the clients' moments of truth. This is achieved by providing operational and execution capability to the Liberty Group.



SUCCESS STORY

Acknowledging that leadership is a critical lever in delivering results promised to all stakeholders, Liberty CASC invested in a customised leadership development programme - a programme that, at the heart of its design, embodies a balance of soulful and spirited leaders with deep business acumen.

The Culture Journey

When strategic and operational leadership are aligned and visible to clients, advisers and colleagues, maximum revenue benefit is achievable. With leadership at the forefront and assuming responsibility for igniting and engaging their teams, it remains a focus for the CASC team to ensure that their leaders are equipped with the relevant tools and future-ready skills to inspire their teams to perform in an environment that is reflective of their cultural aspirations.

It is said that culture eats strategy for breakfast and with this in mind, the Human Capital team and CASC senior leadership invested in transformative work to embed their six cultural traits and associated behaviour markers:

- We are courageous and own what we do
- We are innovative and future-focused
- We see your worth and support your growth
- We show up for others
- We work together towards a common goal
- We balance work, life and fun

Because of the transformative nature of the work being undertaken, the programme was designed as the first instalment in the journey to inspire and equip the leaders with the skills and tools to engage, lead and inspire their teams.

"The structure of the course and the colabs was astonishing - it seamlessly progressed from one to the other. I learnt how to be more present in the moment, to develop something more complex than defining and executing a client experience strategy. The three concepts that stood out for me were mindfulness, collaboration, and grit. I will recommend this programme as it could be life changing." - **Liberty Leader**

Outcomes & Value Delivered

NPS 90

92%
Online Learning Completed



96%
Attendance



98%
Delegates Found Learning to be Valuable



94%
Learners Actively Engaged



87%
Delegates reported that they will be able to adopt a strengths-based leadership approach



Noting the cause-and-effect relationship between leaders and the impact they have on colleague satisfaction, productivity, and improved business performance through client experience, we activated leadership in CASC first



Solution Approach

To ensure that the design principles were reflective of the 128 CASC leaders' preferred styles of learning, a survey was facilitated with the leaders to ensure that the elements and structure of the programme included their inputs.

Thereafter a programme was designed to enhance self-awareness, drive personal development, and ignite personal transformation amongst the leaders.

The programme consisted of three blocks aligned to the CASC culture statements, of Self-awareness & Growth Mindset, Actualisation of Personal & Organisational Potential, and Team Enablement & Empowerment.

The programme took place over a year and comprised strengths-based insights, coaching, pre-work, online courseware and collabs to drive the practical implementation and changes to habits.

Initially designed as a face-to-face experience, the programme was re-designed into a virtual format in response to the COVID pandemic.



Client Feedback

"My experience of working with LRMG has been extremely positive. The manner of engagement has always been professional and on point. The journey that we have been on has had a profound impact on the leaders in CASC and we are very appreciative and the time, effort and dedication of the entire LRMG team. They have demonstrated flexibility and an agile mindset, and that resonates quite closely with the journey that we have embarked on as CASC.

LRMG's agile mindset and the ability to pivot unexpectedly and still deliver world class outcomes. If LRMG were a sports team, they'd be the champions consistently over a long period of time."

- Sunil Nagar, Managing Executive: Client & Adviser Service Centre

