



# Graham Keen Psychology

## Short Case Studies

### Baker Tilly

*Top Ten Global Accounting Firm*

A four-day intervention (3+1) for 55 partners (including office & regional managing partners) in four groups with the objective of augmenting business development skills and performance. The results of the pilot were so compelling that three further programmes were commissioned.

### Trelleborg

*Three assignments for this Swedish-owned \$Multi-Bn Engineering Group*

1. Motivational and performance boosting programme for the management team and staff at a 200-person automotive component plant in Coventry. Four days over six weeks for directors & managers.

This had such an impact the intervention was repeated for supervisors and key influencers. This in turn was so successful the MD decided to close the factory for a day to give the entire workforce an overview of the programme. Productivity, costs performance, morale all improved substantially and a company facing risk of closure was successfully turned around in months.

2. The MD was promoted to manage an additional similar plant which was scheduled for closure. He called GKPSY in to maintain morale during the period between the announcement and actual closure so as to ensure retention of key staff and reduce trading losses during the intervening 12 months. GKPSY ran four-day programmes for managers & supervisors, and a one day overview for 40 key influencers. The day the announcement was made to the supervisor/influencer group Graham Keen attended the meeting and ran a two-hour reframing and training session immediately following, to great success.

As a result performance improved and the plant went into profit. The MD's comment is "Quite simply Graham Keen's programme is the best thing that's happened to us".

3. Because of this GKPSY were called in by global leadership to address failing morale and disengagement at a third plant where closure had been announced already and where motivation and good performance were key to successful migration of production to other group plants and an orderly closure. GKPSY ran two-day programmes for managers and supervisors respectively. The assignment



unexpectedly turned the company around into profit and had substantial impact on morale, performance and getting plant management to own their outcomes.

## Zurich Insurance

*Hugely profitable major global insurer*

Six-year New Impetus programme for Zurich personnel from divisional MD to clerical levels, in groups of 15-36, with the brief of adding Zest. So successful that we grew from a supplier to a small division into a UK-wide strategic partner. During which the divisional MD was promoted twice to Chief Executive of Zurich's non-life business in the UK and subsequently to CEO of Zurich South Africa.

## Accenture

*Danish company of the premier global consulting firm.*

Graham Keen was called in to diagnose & address motivational & engagement issues across all levels in the company. Designed & ran a two day (1½ +½ day) intense accelerated programme for the country MD and his leadership team of 15, and for 60 managers & senior managers in two groups, plus a one-day overview for 210 analysts & consultants.

Engagement scores improved very materially, almost doubling in one area.

Jakob H. Kraglund, the Country Managing Director, said "The results of the GK programme more than met my expectations. They achieved a very precise match between our issue, their diagnosis, and the intervention's design. They materially increased general levels of positivity and got people to take ownership of the need for leadership and solutions rather than holding others responsible, so that given the motivation and quality of Accenture's people, we were then able to address things with gusto".

## NEC Technology

*European mobile phone R&D Division of NEC employing 480 people*

Eight-day consulting and training programme for 40 directors and managers to provide process and purpose in reorganising across three countries. Included motivational programme for senior managers, managers and senior engineers in anglo/franco groups of 15 plus overviews for 100+ in UK & France. Major issue was facing tough conditions and adverse change constructively, maintaining positivity and resilience.

Lionel Poisson, Director & General Manager, said "GKPSY has made enormous long-lasting impact on our culture, and the attitude, creativeness and innovation of our people. I highly recommend them for the excellence of their personal development, and the long-lasting change they produce".