

Worklife Implements Careers Platform

Financial Services Industry



Sydney, AUSTRALIA

Worklife's Client

One of Australia's largest insurance and re-insurance groups employing over 6,700 employees in 38 countries. The organisation is focused on security for its insurers and sustainable results for shareholders, therefore, emphasising their desire to recruit individuals seeking a career with their organisation - not just a job. Team members are actively encouraged to develop their capabilities in accordance with their chosen career direction and the needs of the business.

Furthermore, the client believes that team member satisfaction will be achieved through an environment enabling and rewarding learning; providing opportunities to handle new challenges; and rewarding achievement of business goals.

Worklife's Development Opportunity

The client had recently undergone major restructuring, and Worklife was tasked with assisting the client in championing, and ultimately achieving, their strategic goal of increasing employee tenure. The client sought to implement a winning culture inclusive of career development and management. Worklife was engaged to provide an integrated, cohesive strategy based on such premises.

Worklife developed a flexible, integrated and sustainable approach to career development and coaching therefore creating a sound framework for ongoing engagement, development and retention of team members. Worklife designed a solution that would:

- Involve programs for all levels of responsibility;
- Ensure the application of career practices;
- Encourage acceptance of career planning;
- Encompass blended delivery methods;
- Adapt to various groups within the organisation.

Worklife's Proposed Solution

To address the client's needs and expectations, Worklife was engaged to provide a one year pilot program for 400 participants targeted at all staff nationally from frontline customer service up to senior leaders. Worklife's solutions included the following initiatives:

- CCCP for an in-house senior project champion;
- A fast tracked CCCP for another champion;
- Train-the-trainer workshops for project champions;
- Development of facilitator resources for TTT;
- **Career Planning** workshops for team members;
- Career Coaching: A Manager's Guide for Managers;
- Customised participant workshop resources;
- Access to Worklife Discovery.

As a 'value-add' for the project, an online **Career Resilience and Self Reliance** survey was designed for individuals to evaluate and analyse their approach to career management. This online activity is individually assessed and feedback provided during the workshops.

Achieved Outcomes

The project was extremely well received by the pilot group, of HR professionals followed by all staff, and after only four months of the initial 12-month pilot period, the client requested a proposal to extend the licensing agreement for up to 300 additional individuals due to the popularity and acceptance of the programs.

Indicative of the acceptance and involvement of the Human Resources community was feedback and support provided by the **Human Resources Director (HRD)**. During a roadshow, the Director outlined the success of the project quoting the number of workshops conducted as well as the take up of the employees and managers involved. The HRD also requested an additional workshop for himself and his direct reports further supporting and recognising the value of the project.

This project is now about to enter its third year and is still a critical part of the organisation's employee engagement and retention strategy.

For more information, contact:

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