

TakeON! YOUR BUSINESS MATTERS

How do I get my people onboard and focused on our strategic goals?

How do I get my people to work together better?

How do I ensure my managers are truly leading their teams?

How do I get my people more focused on delivering great service to our customers?

How do I ensure we can retain our best people?

How do I get my people to take more responsibility for what they do?

How do I build a culture that's focused on performance?



TakeON! WHAT REALLY MATTERS TO YOUR BUSINESS

MOBILISING YOUR PEOPLE AND TEAMS BY GETTING THEM ALIGNED AND COMMITTED AROUND WHAT REALLY MATTERS TO YOUR BUSINESS - YOUR CORE CHALLENGES - IS THE KEY TO UNLOCKING SUSTAINABLE PERFORMANCE.

You can now literally TakeON! those challenges through a new and pragmatic approach, using tools and processes developed for some of the world's leading organisations.

If you have performance issues in your Business, Service, People or Performance development space you are not alone – as these areas are time and time again problematic for many organisations. With TakeON!, Managers in medium-sized organisations now have the framework and resources to create meaningful dialogue across the business to tackle the most common 'burning' issues in these areas.

When developing TakeON!, it was clear from the organisations we have worked with, that they were absolutely focused on achieving immediate improvements in key performance areas.

TakeON! has been successfully employed to address a range of challenges:

- Building increased sales performance
- Overall culture change
- Developing the business plan
- Improving cross-functional collaboration
- Driving organisational efficiency
- Simplifying customer processes and procedures
- Preparing teams for major business changes
- Improving staff focus on customers
- Improving staff engagement
- Improving staff retention
- Strengthening the employer brand
- Building stronger customer relationships.

“The brilliance of this approach is that it provides the executive team with the vehicle to constantly implement our strategy through our people.

Never was this more important than during the recession. Our TakeON! approach allowed us to quickly shift the focus of the organisation around things that really mattered – talking to customers in tough times, ensuring we were safe and secure, driving new efficiencies, and repositioning our brand. The process is part of our DNA and pivotal to how we operate.”

—Managing Director, Leading NZ bank



TakeON! - A UNIQUE AND FLEXIBLE PROCESS

“The biggest impact TakeON! has had in our team and the business is to get people to think...
...thinking about process improvements and behaviour improvements, and more importantly, get people excited about coming to work.”
—Major NZ Finance company

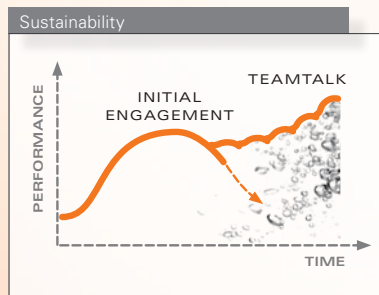
YOUR TakeON! BUSINESS PARTNER WORKS CLOSELY WITH YOU TO IDENTIFY YOUR DISTINCT BUSINESS PRIORITIES AND THEN THE TakeON! TOOLS AND RESOURCES THAT BEST ADDRESS THESE.

At the heart of TakeON! is the unique and powerful TeamTalk™ process that drives focused conversations, idea generation and action around specific business issues.

TakeON!'s uniqueness is reflected in the key principles of Sustainability, Constructive Dialogue and Collaboration.

SUSTAINABILITY

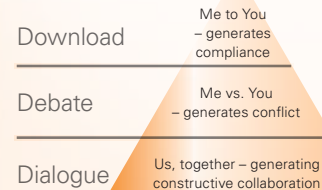
Many change initiatives fail because they run out of steam. Our focus on building internal capability coupled with the ongoing TeamTalk™ framework, ensures momentum is sustained.



USING DIALOGUE TO CREATE A SOLUTION FOCUSED, ACTION-BIASED ORGANISATION

By involving the entire organisation in constructive dialogue around business priorities, more ideas are generated and greater 'buy-in' and momentum is achieved. To create is to own.

Typically in an organisation this proportion is in reverse. What does your organisation look like?



TakeON! COMMUNITY

To ensure you always have ongoing support, TakeON! comes with access to our online resource centre and community – [the ON2net](http://the.ON2net). Here you can download additional resources and connect with the TakeON! team, and other organisations using TakeON!, to share experiences, ideas and ask questions.



TakeON! FOCUS AREAS

TakeON! PROVIDES RESOURCES AND TOOLS TO RESOLVE COMMON PERFORMANCE ISSUES IN FOUR KEY FOCUS AREAS.



- GOALS
- BRAND
- PURPOSE
- KNOWLEDGE

TakeON! YOUR BUSINESS

Connecting your people to your business goals, brand, purpose and market knowledge so everyone knows what they are aiming for.

- CHALLENGE
- PRODUCTIVITY
- CHANGE

TakeON! YOUR PEOPLE

Growing your people through working together better, developing their potential, better communication, building your employer brand and improving wellbeing.



TakeON! YOUR PERFORMANCE

Stretching your people to deliver better performance through new challenges, greater productivity focus and change readiness.

- COMMUNICATION
- POTENTIAL
- WORKING TOGETHER
- WELLBEING
- BRAND

TakeON! YOUR SERVICE

Guiding your people with your desired service experience, service quality, service basics, service process and service recovery.

- EXPERIENCE
- QUALITY
- BASICS
- RECOVERY
- PROCESS



TakeON! – DESIGNED TO MAKE A REAL BOTTOM-LINE DIFFERENCE

WHY IS TakeON! THE RIGHT OPTION TO GET TRACTION IN YOUR BUSINESS?

- **Prioritises and tackles the distinct ‘burning’ issues** that hinder productivity and prevent your goals from being reached.
- **Individuals and teams** generate the ideas that create real business improvement, through being empowered, encouraged and inspired. Sustainability is real as staff own outcomes.
- **Easy implementation** – TakeON! is designed to fix issues, not create them. Simple, flexible, practical processes and tools adapt to your organisation’s specific needs and reflect your priorities and pace.
- **Builds internal capability** to create leaders that are more confident and competent to address challenges on an ongoing basis.
- **Involves staff** at every level and across all functions, bringing a change focus that is directly relevant to their roles and responsibilities. Employees feel like they have a voice and a direct opportunity to influence the future.
- **Builds on your current strengths** and what is working now.
- **Tackles challenges in manageable bite-sized pieces** to achieve real resolution before moving on to the next issue.
- Shifts the focus towards **constant, incremental change** – quick wins build confidence and momentum across the business.
- **Provides Partner support** where and when you need it to achieve effective implementation, sustainable change and subsequent self sufficiency.

Tangible improvements achieved

Key focus: Sales

Sales conversion rate improved 90%

Internal business referrals up 400%

Key focus: Innovation

New ideas implemented in one year >7000

Key focus: Quality

Error rate down by 93%

Key focus: Employment brand

Staff attrition down from 15% to 8%

Employee engagement up 25%

Key focus: Collaboration

Working together ‘better’ rating up from 39% to 95% in 4 months



“The behaviours of my team members have changed. I have had to manage a negative team, who were reluctant to accept the changes in quality and adherence and what was expected of them. Now I have noticed small changes in behaviours such as putting forward ideas on how to improve how we perform. Now there is a lot more focus on what we ‘can’ do! —Large Australian Superannuation Administration company

ANY BUSINESS IMPROVEMENT INITIATIVE IS ONLY AS GOOD AS THE TANGIBLE RESULTS IT DELIVERS AND TakeON! IS PROVEN TO DELIVER STRONG RESULTS IN A RANGE OF KEY PERFORMANCE AREAS.

These two success stories highlight what TakeON! can achieve.

FINANCE COMPANY PERFORMANCE TURNAROUND

This client needed help to achieve their strategic objective to become 'a very different finance company'. This involved developing a stronger 'relationship-based' sales/service model, leveraging the distribution capability within the business and lifting the engagement of staff and customers.

And all this against a backdrop of declining asset growth, declining profitability in the 'core business' and decreasing staff engagement!

The Pay-off: Within 14 months our client had achieved strong results.

Business measures:

- +12% income on previous year
- Profit (before provisions) up 17%
- +13% loan book growth (after 3 years of decline)
- Employee engagement up 11%.

After reviewing the initiative, staff identified the following as the top three improvements achieved:

- Greater customer focus
- Working better together
- Stronger culture and engagement.



"This is an innovative and exciting business initiative that ensures the business maintains control and drives the change while being supported, challenged and guided throughout."

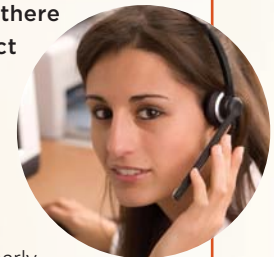
—CEO, Major NZ Finance company

"What mattered to us was improving sales performance in our contact centre. After 3 months... not only have results improved quickly but we have been able to reuse the resources time and time again – it's now a core part of how we on-board every new employee and get them up to speed"

—Contact Centre Manager, Leading NZ Energy company

IMPROVING CONTACT CENTRE SALES

Despite being in a highly competitive industry, in this organisation there was real resistance by Contact Centre staff (200 FTE) to cross-sell other services to existing customers with staff instead focusing solely on managing customer queries.



The organisation also lacked a clearly defined branded service proposition, making it difficult for Contact Centre staff to understand who they were working for, and what their role was when dealing with customers. In terms of implementation challenges, as with any Contact Centre, time off the phone had to be kept to an absolute minimum, and call quality measures had to be maintained throughout.

The Pay-off: Within four months our client had achieved strong results including:

- 90% improvement in sales conversion rates
- 6% improvement in overall call quality
- Contact Centre staff engagement increased by 14 points, higher than the average across the organisation.



GETTING READY TO TakeON!

If tackling the core challenges that are impacting your business performance is a top priority, we'd welcome the opportunity to come and discuss what TakeON! can do for your organisation.

CONTACT BLACKSMITH:

Call: +64-9-974 3917

Email: info@blacksmith.co.nz

www.blacksmith.co.nz

For more info on TakeON!
visit www.takeon.biz

ABOUT BLACKSMITH – YOUR TakeON! BUSINESS PARTNER



Our clients work with us to forge authentic, connected cultures that engage the hearts and the minds of their people because it's great for business.

We take our clients from where they are to where they want to be. Using the core TakeON! tools, we work with your people to address your specific business matters, deliberately shaping the conversations that transform your business and culture to achieve the results you want. Our role is that of a

trusted facilitator and expert external resource, building confidence and capability within your business so you can be responsive, agile, innovative and independent.

Everyone on the Blacksmith team is passionate about the difference our work makes. We get a great deal of satisfaction from the close relationships we develop, the level of trust and confidence our clients share with us, and the amazing results they achieve.

We know through our experience with a wide range of organisations, large and small, that if you want different results you have to do things differently.

blacksmith.



**BUSINESS
PARTNER**

“If you're ready and open to change, want to build a sustainable business and move in exciting new directions you may not have considered, plus truly believe it's all about people – then get on board with Blacksmith. Trust me – you'll have fun, be challenged and grow.”

—Internal Communications Manager,
Leading NZ retailer



TakeON! – POWERED BY ON-BRAND PARTNERS

TakeON! has been developed by ON-Brand Partners, a New Zealand based international 'business partner' focused on design, innovation and execution in Organisational Effectiveness. Share our proven success in transforming a diverse range of organisations.

For more visit us at
www.onbrandpartners.com