



## Successful teams - Financial Services

Shifting the focus to customer centricity through agile ways of working

### CHALLENGE

The client wanted to improve their ways of working and to embrace an agile approach in their organization. With two business models and a waterfall focused organization with 60% of resources in tech and 30% in product, the vision was to make the shift towards client-centricity. Not being accustomed to cross-functional teams and other agile ways of working, the client wanted to explore what the benefits could be.

### SOLUTION / APPROACH

First, we led a realignment of the client's vision, mission, and strategy to embrace our strong expertise, foster a culture of innovation, reinforce client focus, and strengthen competitiveness. The next step in the journey had the objective of maximizing client relationships and evolving an operating model that reflects the diversity of our client's businesses. Addressing outcomes to maximize client value and the operating model was beyond efficiency. One area identified the need for broader focus on innovation, client value, speed to market, product marketing, and quality.

Using the Agile Launch Sequence: (Align, Observe, Prepare, Start, and Mature) we set the foundation for creating successful teams. The coaching approach used was Hyper-productive jumpstart, that contains practices to kick-start the agile journey.

### IMPACT

