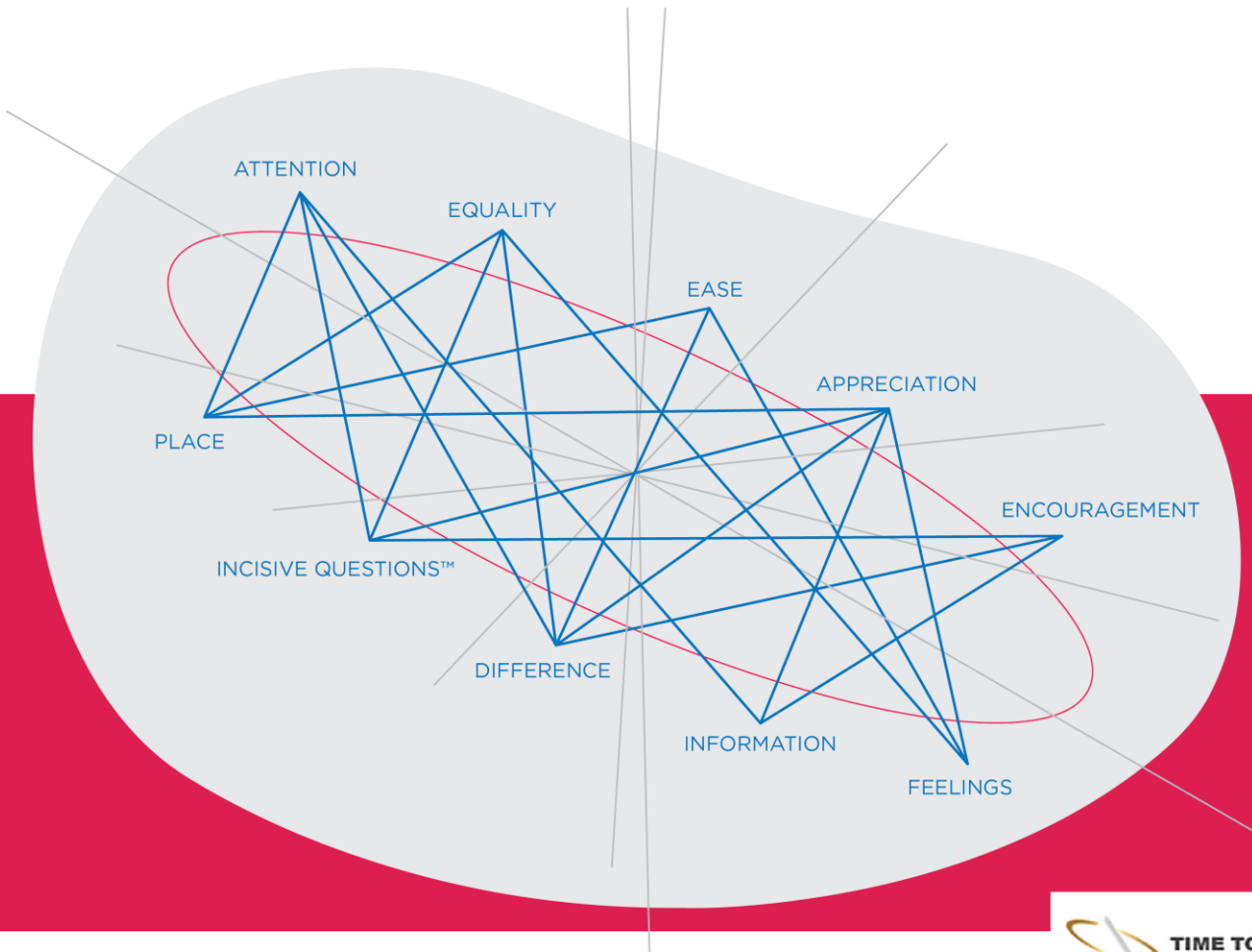


Hollard. Life Insurance

Transform their Meetings into Whole Brain® Thinking Environments



Introduction

Leaders, creating and shaping change at unprecedented rates, must be able to think for themselves and to set up the conditions in every interaction and in every meeting, that will allow people at all levels to think for themselves. People in organisations spend more than two-thirds of their time in meetings. Leading productive meetings and ensuring the contribution of everyone has, therefore, become a serious responsibility for leaders.

The purpose

Hollard Life Insurance engaged **CreateConsulting** in 2015 to learn how to use the meeting structure of a Thinking Environment® to engage each other fully, to generate their finest thinking, to encourage respectful, robust discussion leading to decision making of exceptional quality.

The process

After completing the Transforming Meetings® Assessment to measure the quality of their meetings, the team completed the Transforming Meetings 2-day intervention. An Impact Assessment was conducted 3 months later followed by a Follow Up Assessment after 6 months. Feedback from the Impact Assessment was provided in a half-day Transforming Meetings® Follow Up Workshop in the following month. This also provided the opportunity to reconnect to the principles and learnings of Leading a Whole Brain® Thinking Environment.

OUTCOMES

Research has shown that implementing the Thinking Environment® and Transforming Meetings® methodology results in:

- **Shorter meetings**
- **More ideas and innovation**
- **Courage to think at the cutting edge**
- **Reaching better decisions faster**
- **Ease in moving through conflict**
- **Greater involvement & engagement**
- **Greater commitment to decisions**
- **Ease in completing agendas**
- **Productive, inspiring and enjoyable meetings**
- **Enhanced trust among group members**
- **Improved relationships**
- **Measurable positive impact on the organisation's KPI's.**

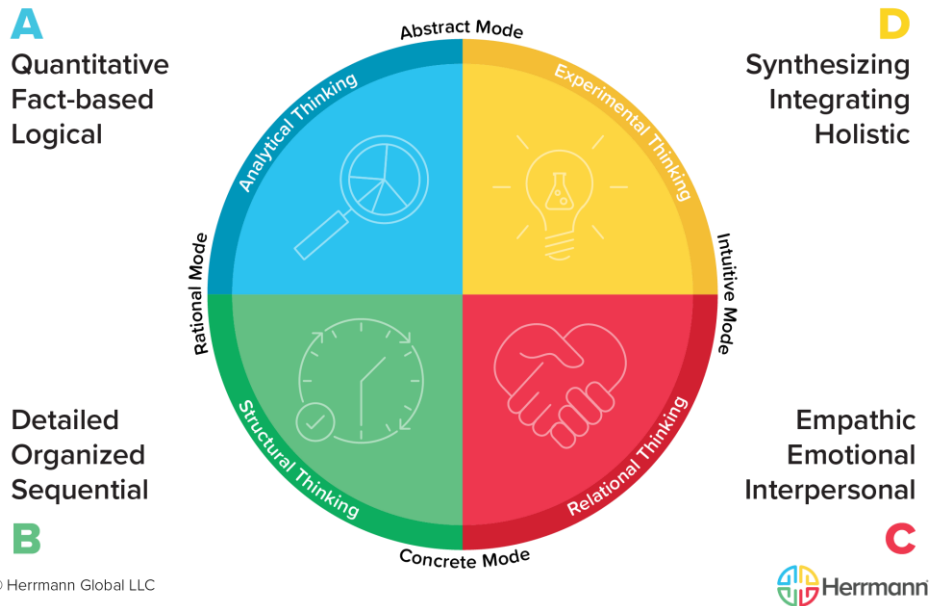
A comprehensive solution

Herrmann Brain Dominance Instrument® (HBDI®)

Key to the journey was the use of the Herrmann Brain Dominance Instrument® (HBDI®). The HBDI® is the world's leading Thinking Styles Assessment tool. It identifies an individual's preferred approach to Analytical, Structural, Relational and Experimental Thinking. Each delegate completed the HBDI® Assessment, providing them with a significantly increased level of personal understanding.

WHOLE BRAIN THINKING®

A powerful platform for understanding + harnessing diversity of thought



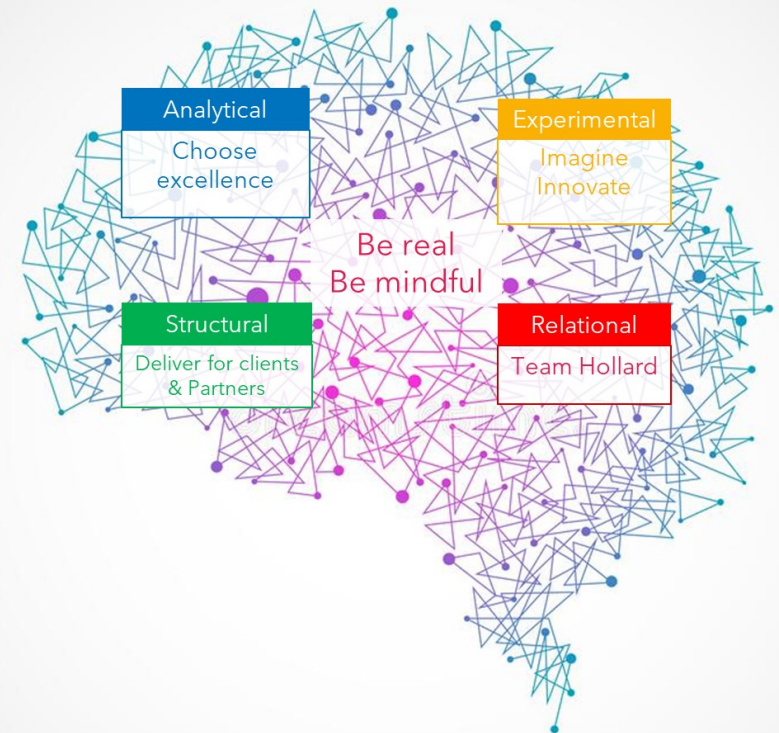
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Transforming Meetings® Methodology

The Transforming Meetings® Methodology is a Whole Brain® approach to running meetings more effectively. Each construct is positioned within one of the four quadrants of the Whole Brain® model, with the fifth construct Mindfulness underpinning them all.

The Impact Assessment measured five constructs:

- Excellence • Delivery • Collaboration • Innovation • Mindfulness



The impact

The following graph (Figure 3) illustrates the **Baseline** (Pre), **Impact Assessment 1** (Post), **Impact Assessment 2** (2nd Post) and **Impact Assessment 3** (3rd Post) across the 5 constructs:

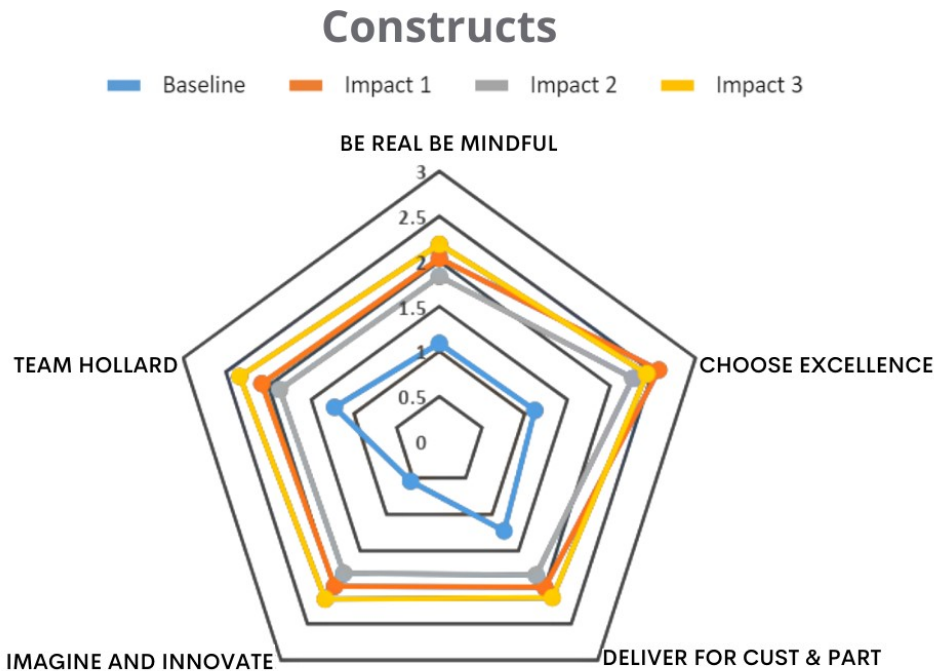
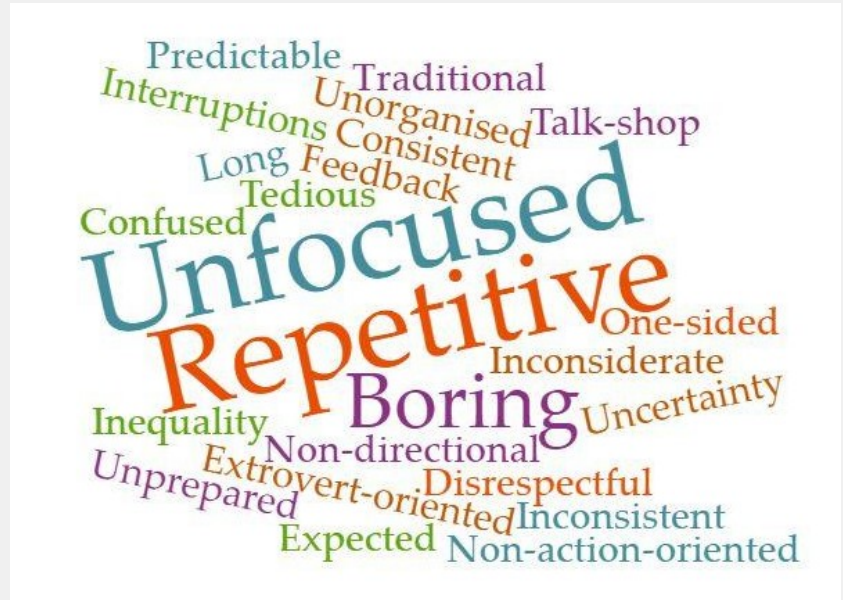


Figure 3: Transforming Meetings Assessments

Word Cloud Assessments:

Before



After



Each team member was asked to evaluate a regular meeting (not an ad-hoc or once-off meeting). The results of the Transforming Meetings® Impact Assessment reflect feedback from many members across many meetings.

Below is a table that shows the baseline percentage against both impact percentages and the overall average impact of effective meetings:

- An overall rise of **104.41%** was realised in making meetings more effective in the Hollard Team in November 2015 and **100%** realised in February 2016.
- After the 3rd Impact Assessment, a significantly higher overall of **115.71%** was achieved.
- This measurement illustrates the value of the “top-up”/refresher workshop, whereby delegates are able to reconnect and recommit to their learning.

“This was an excellent programme and a completely productive way of using time together for future engagements. If conscious about it, it will make a huge difference to the effectiveness of what we do and why we are here to do it. The practical examples and case studies helped tremendously.

Using a consistent structure, we embedded the methodology and built the respect and trust of the group. The process was interactive and facilitators were engaging throughout, which kept energy levels high.”

Tashia Moodley, Hollard HLI participant

			Nov -15		Feb -16			June -16	
	Baseline 1	Impact 1	Impact 1 %	Impact 2	Impact 2 %	Variance	Impact 3	Impact 3 %	Variance
Be real be mindful	1.09	2.03	86.24%	1.83	67.89%	-9.87%	2.19	100.92%	7.88%
Choose excellence	1.12	2.57	129.46%	2.27	102.68%	-11.67%	2.43	116.96%	-5.45%
Deliver for Customers & Partners	1.23	2	62.6%	1.83	48.78%	-8.5%	2.14	73.98%	7%
Imagine & Innovate	0.55	1.99	261.8%	1.81	229.09%	-9.5%	2.16	292.73%	8.54%
Team Hollard	1.25	2.08	69.11%	1.87	52.03%	-10.10%	2.34	90.24%	12.50%
Across 5 Constructs	1.04	2.13	104.41%	1.92	100%	-9.93%	2.25	115.71%	5.53%



A successful journey

A huge impact has been made with the introduction of the Transforming Meetings® Methodology for the team.

The quality of all our doing depends on the quality of the thinking we do first. The quality of our thinking depends on how we treat each other while we are thinking. Getting the best from people means getting their best thinking. This means knowing how to be with people, offering them the highest form of attention, based on genuine interest in what they think. Creating a Thinking Environment® is fundamental to good leadership. The **Hollard Life Insurance** team manager and each team member is acknowledged for their focused support, valued commitment and determination in embracing the components of The Thinking Environment® and implementing the Transforming Meetings® Methodology in order to create a new way of being for them as a team, as colleagues and as a business.

In conclusion

Our clients are our reason for being and we are proud to partner with such a respected organisation such as Hollard Insure, helping them ignite best thinking and transform, through conversations that matter.

“So much time is spent in meetings, but no one ever teaches you how to run a good meeting. I have run meetings for twenty years, and it's great to have a toolkit to ensure I can run an effective meeting. This programme had the right amount of time spent on each topic. Building on the knowledge and linking it all back to reality and performance was excellent.”

Lisa Linfield, former Manager: Marketing & Analytics

Connect with us today



info@createconsulting.co.za



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