

Case Study



NATURE OF ENGAGEMENT: A talent review of the Executive Board followed by a 1-year Executive Coaching.

STAKEHOLDERS: The Executive Board team

KEY CHALLENGES: Old Mutual Assets Management is a boutique Asset Management and Investment city-based company, part of Old Mutual – an international financial services group. Although very small in size, it is one of the most profitable companies in the UK. It achieved its commercial standing due to efficient processes, and heavy dependence on a small group of highly capable individuals. As such, the quality of each manager within the business is crucial for the overall performance of the business. To ensure that it utilises its human resource in the most effective and efficient way, OMAM has decided to try and perfect the quality of its senior management. The emphasis was on harnessing the unique qualities and strengths of members of the Executive Board and members of the Senior Management team, as well as minimise potential liabilities and risks associated with their weaker areas, by trying to enhance awareness and improve and develop these areas.

TEAM DEPLOYED: Dr Tuvia Melamed supported by a team of executive coaches. Delivered as part of the Quo Group team.

METHODOLOGY: Dr Tuvia Melamed designed and led the coaching programme. The programme of activities included:

- 1-day extensive assessment for development for each participant
- Half-day 1-to-1 feedback with participant
- 4-way Personal Development Plan and Contract meeting (Assessor, Participant, CEO, HR)
- A 1-year Executive Coaching programme

IMPACT: OMAM reported improved organisational performance since commencing the programme. Although it is impossible to measure the specific contribution of the coaching programme to overall organisation performance, OMAM views the programme as value-added. The success of the initial Coaching Programme resulted in expending it from the 4 Executive Board members to additional 6 Senior Managers. The appreciation of the value of the unique 1-day Assessment for development component of the programme resulted in OMAM further commissioning the assessment for selection for senior roles.