

RESTORING CUSTOMER TRUST IN YOUR BRAND

Revelations from the Royal Commission into Misconduct in the Banking, Superannuation and Financial Services Industry have caused customers to lose faith in their financial services providers. This transformative program will restore customer trust in your brand and employee confidence in themselves and each other to do the right thing.

ACUITY

Powered by Learning Quest



WHY IS TRANSFORMATION NECESSARY?



Are your people able to recognise the conditions that unintentionally cause breaches?



Are they aware of mental biases that reduce their ability to predict how others will perceive decisions or behaviours?



Are they able to resolve these issues in a high-pressure, intense work environment?

Trust and perception of fairness in the financial sector have been tarnished.

Brain science has clearly demonstrated that fairness is not only 'hard-wired' for humans but impacts our trust, motivation, decision-making and behaviour.

Trust and fairness are prerequisites for creating sustainable relationships with customers, employees and the community.

WHY IS IT HARD TO DO THE RIGHT THING?

Few people intend to be unfair or dishonest. While doing the right thing may sound straightforward, in reality it can be complicated.

Mental biases, blind spots, habits, normative practices, incentives, policies, processes, systems and other pressures make it hard to even become aware of potential breaches, not to mention the more difficult task of acting effectively on this awareness.

HOW DO WE SHIFT THESE PERCEPTIONS?

Rules, regulations and monitoring are not sufficient. Your people need the skills, motivation and confidence to do the right thing even in difficult circumstances. It is essential that your transformation program takes into account the science of human nature as well as the reality of the high-pressure, uncertain and complex modern work environment.



INDIVIDUAL SKILLSET REQUIRED TO RESTORE TRUST

Ability to recognise breaches, conditions that unintentionally cause breaches, and the perception of unfairness.

Confidence in perceptions that may differ significantly from expectations.

Ability to prioritise dealing with a breach in the midst of information overload, intense time pressures and, at times, incentives that reward alternate behaviour.

Awareness of personal biases as well as common misperceptions and misinterpretations.

Problem-solving skills to determine the best way to prevent or remedy a breach.

Empathy, interpersonal skills and political savvy to effectively resolve issues.

Trust that you will be believed, respected and not threatened.

Resilience to persevere and cope with potential conflict, hurt feelings, anger or backlash

ACUITY

BEHAVIOURS REQUIRED FROM YOUR TEAMS



Candid conversations that address the tensions inherent in delivering a business result, achieving KPIs and attending to the 'best interests' of the customer.



Recognition that humans are highly social and are therefore influenced by 'social threat', recognition, reward and inclusion / exclusion.



Attend to the unintended impacts of systems, programs, and practices.



Understand the impact of time pressures and information load on cognitive and emotional processing.



Implement measures to counter the impact of 'diffusion of responsibility', obedience to authority, need to belong and other known hindrances of ethical performance.

ACUITY

PROGRAM DESIGN

ACUITY™ is based on the most current neuroscience and psychology research. It utilises the Reverse Vortex™, Learning Quest's science-based framework for leadership development that achieves 'actionable insights' and provides practical tools to ensure leaders immediately embed new behaviour.

Acuity™ focuses action at three levels:

■ LEADER

Immersive online live simulations accurately mimic the conditions in which leaders must make the right decisions. An executive coach observes and provides feedback, identifying biases and blind spots precisely when the participants brain is most primed to learn.

■ LEADERSHIP TEAM

Systematic assessment of leadership team discussions to identify habitual interaction patterns and how they impact ability to recognise and address the conditions and practices that affect the customer experience.

■ ORGANISATION

Leader-led integration of new ways of working ensure customers are treated ethically, employees have the confidence and competence to do the right thing and your decisions reflect your brand values.

ABOUT LEARNING QUEST

Founded by Dr Connie Henson in 2001, Learning Quest is a leadership development and change facilitation business that specializes in science-based programs that help organisations become the kind of company that people want to work for, buy from and have in their community.

We do this through one-on-one leadership programs, group based culture-change and online offerings that enable scale.

Our diverse client base includes multinationals, ASX200 companies, professional services consultancies and not-for-profits.

We're in the business of shifting people's mindsets and behaviours. We help organisations – and the individuals who work within them – to become stronger through change.

What sets Learning Quest apart from other leadership/change consultancies are our services and products, which are based on the latest neuroscience, combined with our world-class facilitation and online offerings.



MORE ABOUT CONNIE

Dr Connie Henson is the author of *BrainWise Leadership: Practical neuroscience to survive and thrive at work*. Connie's zest for the science of 'how people work' enables her to apply the most current research and techniques to design change programs that are informed by the latest neuroscience research.

Connie's Ph.D. in Counselling Psychology is from the University of North Texas. Her work is underpinned by a strong belief in human rights and a keen desire to contribute to increased wellbeing for clients and colleagues.

FOR MORE INFORMATION

Visit www.learningquest.com.au

Gráinne Davidson - 0414 415 115
grainne.davidson@learningquest.com.au